

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUKE ST., NEW YORK.

VOL. XXX.

NEW YORK, FEB. 21, 1900.

No. 8.



in the ever-changing tide of commerce can only be achieved by steering your craft into safe channels.

Make your journey pleasant and riskless. Judiciously pilot your advertising launch into profitable mediums.

THE PHILADELPHIA RECORD

has made *smooth sailing* for thousands of successful advertisers in every field and can do the same for YOU.

Average circulation in January 190,166 daily,
rate 25 cents a line.

Average circulation in January 148,361 Sunday,
rate 20 cents a line.



THE RECORD PUBLISHING CO., PHILADELPHIA.

Summer resort advertisers have always used THE RECORD liberally because of its extremely large circulation and its extremely favorable rates. One inch, thirty times, \$12; ten lines, thirty times, \$30. Thirty-time orders bring a rate of 10 cents a line.

WRITE FOR ONE OF OUR CELLULOID AGATE RULES.

Devoted Exclusively to Advertising.

PRINTERS' INK is a weekly newspaper, established in 1888, and aims to publish the latest and best thoughts of successful advertisers on all questions relating to advertising.

The experiences, views and ideas are illustrated by advertisements which have given best results.

Advertisements, mediums and rates of newspapers are discussed fully and with detail by experienced advertisers.

An attentive reader of PRINTERS' INK comes in contact with bright ideas, plans and methods, which can be modified or used to make his own advertising profitable.

Besides the interviews with successful advertisers, there are the following departments: "Department of Criticism," conducted by an advertising expert, who considers the advertisements and printed matter of any sort used by the readers of PRINTERS' INK, and shows where the weak places are and how they can be made strong and effective. The department of "Store Management" is conducted by one who has gained his practical experience in the department stores of Chicago and New York; everything relating to methods is considered. Department of "Ready-Made Advertisements" contains advertisements adapted to all kinds of businesses, and the advertisements published can be used just as they are, or in a modified form, by the small storekeepers.

The Subscription is \$5 a Year.

Address,

PETER DOUGAN, Subscription Manager.

**PRINTERS' INK,
10 Spruce St., New York.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXX.

NEW YORK, FEBRUARY 21, 1900.

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EVOLUTION OF A DAILY.

Told by Itself.

If what my publisher says is true, I am an important factor in the welfare of a flourishing city, not far from a great western center. When I first saw the light my surroundings were those of a growing country town—our city in embryo. My sponsors named me the *Trumpet*; partly because it sounded well; partly because I was destined to awaken enthusiasm and enterprise; but best of all, it seemed to me, because the name was not in general use and I could have a monopoly of it. At first my insides were sent ready printed from the nearby metropolis, while the remaining pages were made up of plate matter, home news and special dispatches, in long primer type, printed on a hand press much older than I was.

I never could understand, even in those early days, just how they arrived at my circulation. It was stated in the office and in my own columns, to be over fifteen hundred. I knew I was not so prolific. I knew twelve quires of insides for each week-day arrived punctually and that these twelve quires were printed on the outside in the manner I have already explained. It seemed to me that if the twenty-four sheets in each quire were multiplied by twelve the resultant would show correct figures. I did overhear the publisher say that "every copy of the *Trumpet* is read by more than five people, and what's the reason that don't make a circulation near enough to fifteen hundred?" This was in my first year, following a visit from the representative of a medicine house to arrange for yearly advertising. I was indignant when he said the *Trumpet* could not be known outside the town, since it had no place in the

American Newspaper Directory—a big book, bound in green, which he took from his bag. I remembered then how elated I was, just after my birth, to see one morning lying on the desk a circular letter from this Directory office, asking that a copy of the *Trumpet* be sent in wrapper inclosed, for examination and record. I wondered how they could have heard of me so soon, in New York. I remembered also, that both the letter and wrapper were used as material for writing editorials on. Our visitor, after closing a contract for space at about one-third of the price at first demanded, advised sending a copy of me to the Directory with an explanatory letter and statement of circulation. This was done; receipt of letter and paper was acknowledged; and we were told that circulation figures were not published when a new paper was first admitted to the Directory catalogue, or until it had been issued for at least one year. A blank statement was inclosed with a request to fill and return for future use. There was space in this statement for every day in the year, to show the exact number of papers then printed—requiring figures for over three hundred publication days! Besides all this the totals for each month must be added, then the twelve months combined, and then a division of the whole by number of issues made. My publisher wondered if any one was fool enough to go to all that trouble, and threw the blank into his waste paper basket; but I thought he wondered most how in such a report he could figure my twelve quires so as to show a circulation of fifteen hundred.

The next out of town visitor arrived in the following year. He had a copy of that same green covered book, and pointed in it to

my own description which was given all right, but without circulation. The publisher said I was a first-class medium and my regular issue then was over two thousand. I had grown some in the meantime, and discarded patent insides; but could not yet begin to figure out one-half the circulation claimed for me. Our visitor advised securing a rating in the next Directory (which, he said, was issued quarterly), because advertisers "went by the Directory," and depended upon its figures. So the publisher wrote again to New York, detailing the rapid growth of our town; and my own constantly increasing circulation. "It is now," he wrote, "over two thousand and will reach twenty-five hundred before your next book is out. I authorize you to rate the *Trumpet* 2,500."

There came a reply that the Directory did not give the circulation of to-day on what it would be next month, but the average issue for an entire year past. One of those formidable blanks was again inclosed with a request that it be properly filled, signed with a pen (not a hand stamp) by the publisher or his accredited agent, and returned, if a detailed report was desired. My publisher was in a red heat. Was he to be dictated to by a miserable Directory concern that lived on the newspapers! It was a species of blackmail. Probably what they wanted was an advertisement for their book. So the advertisement was sent, payable by return advertising in my pages, but upon condition that my circulation was placed at 2,500. This would "bring them to their milk." The reply to this proposition stated that no circulation figures were given in the Directory except upon returns covering a full year as shown in the blank form referred to; that in the absence of such figures my proper rating would be the letter I, which meant exceeding 1,000; and that advertisements were inserted in the book for cash only. There was a long discussion over this reply between publisher and editor, and even the foreman was called to take part in it. Their little scheme had failed—what should be done next?

It was agreed that if the figures claimed for me could appear in the Directory they would do good among advertisers—would be worth the price of a quarter page advertisement, and that the Directory was really fishing for a cash order. So the publisher wrote, regretting his time was so fully occupied it was impossible to make out a circulation report at present (I thought this as fabulous as the figures claimed), but he wanted the figures to appear, any way—he was personally responsible for them, and referred to the postmaster. A check of \$25, less 10 per cent, for a quarter page, was inclosed, but the advertisement was to appear only upon condition that I was credited with the issue already reported. The matter was fixed now, it was thought, beyond doubt. Imagine then, the surprise in our office at the return by early mail of our letter, advertisement and check, with no word of explanation. Those New York fellows are regular frauds, it was said—they want a larger order and more money from us. I had to carry on my editorial page a denunciation of their methods and a statement that the only way to get a correct rating from them was to pay for a big advertisement in their book.

Thus matters rested, until one day my publisher called in the big city near by, at the office of the very best daily in all the West, to air his grievances; but was plainly told that the Directory people were right! That such reports were necessary to guard against dishonest statements; and he was advised to make such a return for the *Trumpet*. The man of the big daily took from his desk a copy of the book, showed in it his own rating based upon one of those detailed reports, which he said he furnished every year. He also went over the State catalogue and found a large majority of its best dailies pursued the same course. In conclusion, he said: "If you are not correctly reported it is your own fault. All you have to do is to tell the truth. It will be worth money to you, for the reports are so valuable and accurate that advertisers believe them;

while from the letter ratings they are inclined to think papers so indicated may have a smaller issue even than the letter indicates."

I was now in my fifth year, and really had a good paying circulation—one I was proud of; but I could not then keep pace with the increasing issues claimed for me. As a result of what had been learned, it was decided (much to my own gratification) to keep a correct record of issues during the coming year—this, of course, never had been done—and make the annual report. At the appointed time the record was finished and mailed, and when the next Directory appeared, there I was, as big as life, and under my description were the words "Circulation: *Actual Average for 189—, 2,756.*" How proud I was! At last I had become known for what I was worth. We even bought a copy of the book for \$5 and took pleasure in exhibiting it to our patrons.

We had often heard of PRINTERS' INK as the Little Schoolmaster, and decided now that we had made a start in the right direction to subscribe for it. That paper taught us a great deal about advertising and we found it a deeper subject for investigation than had ever been imagined. There really seemed to be a relationship between the proper price for space and the number of copies issued. The rate for the former, it appeared, should be based upon the latter, and such rate, when once honestly made, was to be adhered to in all cases. Care and attention appeared necessary in the proper setting and display of advertising matter (how glad I was to hear that!) and frequent changes were recommended. We heeded all these suggestions, and profited by them. As a consequence my general appearance was much improved. The next step was to order a short advertisement by the year, under State classifications in PRINTERS' INK, and arrange for a publisher's announcement with our catalogue description in the Directory. The cost was trifling in comparison with the good resulting therefrom.

I was now on the high road to success. Advertisers no longer

doubted my circulation—they all seemed to know what the Directory said. Those who wrote appeared to have the book.

It was a joyful day to me when the old long primer type was discarded with the worn out press that so racked and blurred my sides. I now appear in a clear bright nonpareil and minion, struck from a new power press, and there is not now a better looking daily in the State.

I acknowledge, with gratitude, that my prosperity is due to what has been told of me in, and what my publisher has learned from, the American Newspaper Directory and PRINTERS' INK. The latter has been to me, and all of us, not the little, but the great Schoolmaster in the art of advertising.

C. N. KENT.

No WASTE paper basket has ever been constructed to hold good periodicals or magazines. No sooner does one by chance get in than out it comes again. There is always just one more who wants to read it.—*Our Wedge.*



THE PIES OF LONG AGO.

Which you remember affectionately were not equal to those made here, although neither undoubtedly did her best.

There is nothing heavy or soggy about those we bake. They are crisp, light and of delightful taste.

We use fresh fruits when in season and at other times the finest grades of canned goods. The following varieties are offered: Peach, apple, etc.

GEORGE W. BOWER,

308 W. Market Street,

324 S. Centre Street,

FROM THE POTTSVILLE (PA.) "REPUBLICAN," JAN. 9, 1900.

NEWSPAPER CIRCULATIONS.

The Indianapolis (Ind.) *Press* of recent date thus dilates upon its views of circulations:

Circulation is the largest, most significant word in the vocabulary of the newspaper, at least on the business side. No other word evokes quite so much artful dodging and juggling. Nothing is so agonizingly coveted as large circulation. Not for the direct profit accruing from paper sales, for that is frequently done at a loss; but because thereupon rests advertising patronage even as a house upon its foundations. Hence, in times past the publisher commonly claimed largest circulation, with the same careless boast that he claimed to have the best paper and equally resented the proposition to test either claim, as impertinent meddling. The equity of the present day, however, has decreed the right of the buyer to proof of the measure delivered in circulation, as accorded in all other merchandise.

So the career of the common circulation liar is rapidly closing. But the covert liar is still abroad, only he is more ornate—does it with a finer stroke of genius. He says: "Ah! if definite figures is what you want, you shall have them," and he proceeds to cover the country with expert solicitors, sleek men and fair women, plying the people with trashy overpriced books, garish portraits and other showy premiums, as baits for "trial" subscriptions, knowing that his victims will probably go on reading their accustomed paper, if any, and drop away with the close of the premium period, enabling the publisher of easy conscience, however, to swear to so much paid (sic) circulation. The deceit is not concealed. Only the small head of the circulation ostrich is in the sand.

But the sagacious advertiser is keeping pace. He asks some embarrassing questions, when abnormal figures are quoted. By what method secured? Whether by gifts which shift the true consideration over to the gift that goes with the paper? The real test of advertising value is whether the subscription represents the voluntary choice of a given newspaper, as evidence that it is relied upon for the daily reading of the family. Only thus have advertisements a fair chance to be seen. Otherwise the transaction contains fraud. To meet the new condition of faking circulation, grown so common, the honest circulation statement of the future must contain an additional guaranty—that the average paid circulation quoted has been secured without other inducements than the merit of the paper itself. The Indianapolis *Press* subscribes to this guaranty in its statement at the head of this column.

A PRODUCTIVE JERSEYMAN.

Mr. Robert W. Chedister, of Madison, N. J., advertises in a folder as follows: Why not get your eggs direct from the producer, thus securing fresh ones at the first cost. My productions are: Pure cream butter in prints, and fresh laid eggs, which I deliver semi-weekly. I guarantee delicious products.

A SUCCESSFUL ADVERTISEMENT.

One of the most successful advertisements the writer used was a letter-writing contest, descriptive of the store and the goods. Schoolgirls, young ladies and married ladies of all ages were among the contestants. They came into the store, walked around, talked with the clerks, examined the goods. That alone was a good ad. Every second day for over two weeks one of the best letters received was published in the newspapers. Three prominent ladies were induced to act as judges. In order to insure fair play names of contestants were not given to the judges. The prizes offered were: First, the choice of any garment in the store; second, the choice of any dress pattern in the store; third, six pairs of gloves, and a pair of gloves each to the next six, making nine prizes. The prize winners were firm friends and active advertisers of the store ever afterward, and the whole scheme was talked about for months. For the money it cost (less than \$100) it was the most lasting and effective ad the store ever had.—J. E. T. Fraser, in *Dry Goods Economist*.

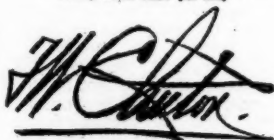
DANIEL'S EXPERIMENT.

Frank Daniels made an experiment at Wallack's, New York, calculated to set at rest all arguments as to the most valuable form of advertising. Speaking of it, the comedian said:

"We concluded to test the thing by the only reliable means, so that night, between the acts, ushers distributed among the audience slips with a brief printed statement setting forth the disputed question and politely asking the recipient to indicate by a check mark in the list of various advertising forms employed, what had attracted him to the performance—the ad in the newspapers, billboards, window lithographs, or something else? The people seemed to take kindly to the idea and the response was liberal. Eleven hundred slips were handed to the ushers after the next curtain, and of that number nine hundred and ninety-one had been attracted by the newspapers solely. Henceforth," the comedian concluded, "the newspapers will get ten-elevenths of all the money set aside for advertising purposes."—*Philadelphia (Pa.) Inquirer*.

3-DAY SPECIAL.

Men's Fancy Striped $\frac{1}{2}$ Hose (six pair in box), per box 50c
Actual value 75c00 per box.



28 DESBROSSES ST., NEW YORK.

Samples submitted by. Another Special will be forwarded to those who announced in Thursday's issue. Conveniently call, morning's Journal.

THE OFFER TO ALLOW ONE TO SELECT BARGAINS AT ONE'S OWN HOUSE IS SUFFICIENTLY NOVEL TO BE ATTRACTIVE.

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address,
THE SUN, NEW YORK.

The Local Advertising in the
ST. PAUL GLOBE for the month
of December, 1899, showed an
increase over December, 1898,
of

91,042 AGATE LINES.

56.4 per cent increase.

There must be a reason why
local advertisers should so
increase their space in THE
GLOBE. May we tell you
more about our field?



THE GLOBE COMPANY

ST. PAUL, MINN.

Eastern Representative,
CHAS. H. EDDY,
10 Spruce St.,
New York City.

Western Representatives,
WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

THE "LOCAL SITUATION."

By Arthur E. Swett.

One of the troubles of the advertising specialist who handles the business of out of town clients is his difficulty in getting at what might be termed the "local situation."

The term "local situation" has no fixed meaning. It means different things in different towns and in different lines of business. In one place the "local situation" in regard to the merchant tailoring business might mean that the competition was between real tailors, that is, those who had a shop, carried a stock of goods and did their own cutting, trimming and finishing, and stores who simply took orders from samples and then sent to some big center like Chicago to get them filled. An advertiser who knew this could make good advertising copy out of it, for the "real tailor." He probably would not "knock" these other fellows outright, but he would let the people know just how things stood. Or the "local situation" in the clothing business might mean that your chief competitor is a department store. Here is a chance for you to say that you do not handle clothing as a "side" line, but make a specialty of it, giving your whole time and attention to selecting the latest styles and fabrics and having them in your store; that a man coming in here does not have to run a gauntlet of women clerks (which is a good point) before he finds what he wants. Also that selling clothing and nothing else, stock moves fast and old styles never accumulate, etc.

In fact, I do not believe there is a single line of business in which there is not a "local situation" that could be profitably utilized in the business announcements of the firm concerned. This is why the syndicate advertisement is a failure: it has no local flavor. If you employ an advertiser to do your advertising, think whether there is not a "local situation," which, if he knew of, would enable him to write you better and more effective advertisements. And the hint is just as good if you are writing your

own. Advertising is a great deal besides telling about the article advertised.

HOW COLOR AFFECTS INDUSTRY.

A gentleman who has traveled much said the other day that the principal drawback to a wider extension of American commerce in certain parts of the world is that manufacturers in the United States do not sufficiently study the wants, customs and tastes of their prospective customers. "For example," said he, "a certain American firm sent some electrical goods, which were decorated in green, to Japan. They did not sell any. No Japanese would bring such things into his house; it would mean an invitation to the evil deities. Green is an evil color in Japan. What a Japanese wants is red things. Upon this simple matter of color rested the failure of that manufacturer."

A German employer of labor said: "I like American machines so far as their performance of their work is concerned, but they demoralize my men. They come here in sober colors of paint and with no bright parts. The men who tend the machines do not have any brass to keep clean or any surfaces to rub and they get lazy. The German workman needs to be kept busy with things of this sort."

Here, now, are some practical instances of what the American manufacturer must learn before he can attain the widest success in foreign trade. Do not send to Germany catalogues in the English language or to Japan things decorated in green, or to the Isthmus of Panama anything with blue spots on it. It looks as if we need in this country a commercial kindergarten in which such information as the above may be taught.—*Chicago (Ill.) Chronicle.*

IN SARATOGA SPRINGS.

A bill has been introduced by Senator Brackett authorizing the trustees of the village of Saratoga Springs to raise by assessment annually the sum of \$5,000 to pay for advertising the auditorium in the Village Hall, and to bring it to the attention of organizations which might be induced to use it for political conventions or public meetings.—*Saratoga Springs (N. Y.) Saratogian.*

A Raise in Rates after March 1st.



WM. C. SPRAGUE, Editor.

THE AMERICAN BOY....

THE LATEST SUCCESS IN MONTHLIES

We are averaging 400 New Subscribers a day and it will take 25,000 copies for March issue.

A clean, up-to-date paper. Till March 1st we will take contracts for a year or less at 10c an agate line, after March 1st, 25c. a line. We want none but clean advertisements.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

TRADE-MARK INFRINGEMENT.

The infringement of a trade-mark involves the violation by one person of an exclusive right of another to the use and benefit of a word, mark, symbol, etc., as the case may be, in connection with the sale of goods similar to those to which the same has been applied. The lawful appropriator and employer of a trade-mark has an exclusive right of use and is entitled to be effectually secured in the full enjoyment of that right. This exclusive right is a vested right of property and cannot be invaded with impunity.

Different considerations apply to cases involving those forms of unfair competition in trade where one person palms off his goods as those of another, not by means of violating any exclusive right of the latter possessed by virtue of a valid trade-mark, but by mere imitative devices with respect to trade-dress, trade-names, etc., calculated to deceive the public.

No one who has counterfeited a legitimate trade-mark and applied the spurious symbol in competition with the genuine can avoid the charge of infringement by showing that the false mark has in practice been so accompanied, on labels, capsules or otherwise, by trade-names, designations, descriptions or other accessories, not forming part of it, as to render it unlikely that the public has been deceived. Such a showing, while it may affect the nature or measure of the relief to be granted, cannot defeat a suit for infringement.

So holds the United States Circuit Court in the case of Bass and others against Feigenspan, where it further declares that courts should not be astute to recognize in favor of an infringer fine distinctions between different articles of merchandise of the same general nature, and should resolve against the wrong-doer any fair doubt whether the public may or may not be deceived through the application of the spurious symbol.

—*Rosenberger's Law Journal*.

Ex-Senator Ingalls'

political papers, Hon. Thomas B. Reed's articles on Trusts and Corporations and Crises in Congress, Richard Harding Davis' new story—these are but a few of the specially good things that are increasing the circulation of THE SATURDAY EVENING POST, at the present time. Your spring advertising should include the POST, because it is a distinctive medium, reaching the best people, who can afford a \$2.50 weekly magazine, and who buy it to read. Despite all competition the best people will buy the best, and read the best. That the POST is one of the best is proved by a circulation of 200,000, paid, gained in 16 months' time, and nothing but the magazine itself to recommend it. Regularly published for 172 years, it is the leading weekly magazine of the new century. One dollar a line now.

THE CURTIS PUBLISHING CO.
PHILADELPHIA

ONE advertisement in the home is worth a hundred on the highway.—*New York Home Life*.

FOLLOWING THEM UP.

The persistency with which some advertisers follow up answers is remarkable. Perhaps this may be no better exemplified than in the example of D. L. Risley, of Philadelphia, a real estate operator, making a specialty of small farms. PRINTERS' INK told in its issue of February 15, 1899, of Mr. Risley's expenditures through the classified columns and of the immediate returns from their lines. Mr. Risley added another chapter to his narrative the other day which may be interesting to the easily discouraged. He said:

"While I patronize the leading daily, Sunday, agricultural and mail order mediums regularly, a large advertising expenditure consists of following up the answers. This is done chiefly by personal letters and to prepare these I employ never less than five typewriters and have hired as many as twelve. I never send a circular letter; all are original or perhaps reproduced by the Neidich process, which approximates original typewriter as nearly as possible. I usually have about 25,000 names of inquirers on the books, obtained through classified ads, which I follow up. As I am not offering Christmas toys or white goods at a bargain, but am simply selling farms, I hardly expect an immediate sale, though I am so sure that an inquiry is from some one really interested, I am prepared to, and do oftentimes, spend five dollars more to hear from the inquirer again; in this connection I may state that farm sales average an expenditure of \$50.

"A peculiarity of the mail order farm business, perhaps, is the percentage of changes in the addresses of the inquirers. I send to each of 25,000 inquirers, say, one letter or paper a month. My wrappers all have a return request on the corner. Of the 25,000 at least 500 come back each month from the postoffices in the various sections with a notation of a change in address or a request to make the same. This plan while expensive—a cent each on a paper—keeps my list up to date.

"How long does it take to make

an inquirer a buyer? I have had some people on the books for over five years, and as I occasionally hear from them I shall continue to follow them up until I am notified of their death, sell them a farm, or lose their address. Some inquirers buy after a comparatively short correspondence.

"For the farm advertiser the immediate results are heart breaking in their paucity, the percentage is so small. A plantation in South Carolina, which I now own, and for which I paid \$150,000, was brought to my attention by the Orange Judd publications five years before I even answered the ad."

HUMOR AND OVERCOATS.

Whatever you do, beware of humorous advertising. The man who wants to buy an overcoat wants an overcoat and not a joke. You can never convince him that your coats are as good as your jokes, no matter how good your joke may be. Simply say as earnestly and solemnly as you can: "I have good overcoats for sale cheap." That is what the overcoat buyer wants to know. You may lead up to this statement as attractively as you choose, but that statement wants to stand out more distinctly than any other part of your advertisement.—*N. Y. Evening Journal.*

At this Office

10 Spruce Street
New York

The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines.

Is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

MAIL ORDER MEDIUMS.

One of PRINTERS' INK's correspondents sends the communication printed below. He does not wish his name mentioned, perhaps because he is connected with one of the publications whose value to advertisers he impugns in his communication, or perhaps because his letter indicates that he does not know much about the subject regarding which he assumes to speak:

It would be well for "mail order" advertisers to occasionally look into the literary make-up of the papers they are using. The literary make-up of a paper can give little clue to its circulation, but it can tell, pretty accurately, the esteem in which it is held by its readers, and determine its "quality."

A paper that shows careful editing with a view to publishing what the people want, and is made up of original contributions, instead of the paste-pot and scissors, is apt to have a loyal constituency who value the paper, are ready to swear to anything they see in it, including its advertisements. Such a paper is worth, to advertisers, almost any number of those fake monthlies that are run without any literary aim or motive and whose circulation consists of "sample copies" and "trial subscriptions" obtained by means of puzzle and gift schemes. These papers exist for what advertising they can hypnotize gullible advertisers into giving them, and the reading matter is used to fill what space is left over to enable publishers to mail them at pound rates.

Although there is no publication in the world that can exist without advertising patronage, its first mission is to interest its readers. When it is able to do this to such an extent that people are anxious to obtain the paper and to pay for receiving it, it has a value as an advertising medium.

The publishers of many of these so-called "mail order" monthlies attempt to deceive advertisers by bombarding them with a stream of printed matter that would indicate, to the uninitiated, that they were in danger of running out the *Ladies' Home Journal*, while a copy of the paper itself would show that its editing was in the hands of the office boy and that three-fourths of the space was advertising, all printed on cheap paper from worn-out plates with ink "poisonous enough to kill canker worms."

There are enough genuine "mail order" monthlies whose matter is carefully edited and which are of as much interest to the middle class people they reach as are *Harper's* or the *Century* to their readers, and which are therefore legitimate and paying advertising mediums, to cover almost any appropriation the average mail order advertiser wants to spend. It is best to stick to these, even if their rates are a trifle higher, because they are the only mediums that it will ever pay to use.

LARGE spaces intelligently handled yield much greater results proportionately than small cards.—*Tobacco Leaf*.

NEWSPAPER CIRCULATIONS.

Circulation is the largest, most significant word in the vocabulary of the newspaper. At least on the business side. No other word evokes quite so much artful dodging and juggling. Nothing is so agonizingly coveted as large circulation. Not for the direct profit accruing from paper sales; for that is frequently done at a loss; but because thereupon rests advertising patronage, even as a house upon its foundations. Hence, in times past the publisher commonly claimed largest circulation, with the same careless boast that he claimed to have the best paper and equally resented the proposition to test either claim, as impertinent meddling. The equity of the present day, however, has decreed the right of the buyer to proof of the measure delivered in circulation, as it is accorded in all other merchandise.

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THE
**BUFFALO
COURIER**
and
**BUFFALO
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MASSACHUSETTS DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven daily papers in Boston get credit for average editions of more than ten thousand copies. They are: The *Evening Record*, *Evening Transcript*, *Globe*, *Herald*, *Journal*, *Post* and *Traveler*. The *Globe* has a larger circulation than is claimed by any other Boston daily. Detailed statements covering each year have been furnished with considerable regularity by its publisher since 1895. The last report, ending with September, 1899, shows an actual average issue—morning and evening—of 189,779 copies. This, from Directory ratings, appears to be exceeded by only three other dailies in North America, viz.: the *Chicago News and Record*, and the *Philadelphia Record*. The *World* and *Journal* of New York assert a claim to a much larger issue, but observe a mysterious hesitancy about coming down to details which are to be signed and dated. The *Herald* seems also to belong in the "won't tell" class. Since 1891 it has refrained from giving information on the subject and it has the highest rating given by letter, viz., "A," which is explained to mean exceeding 75,000 copies for morning and evening issues combined. An apparent claim for a present circulation of something like 175,000 for the daily and 180,000 for the Sunday issue has appeared in the *Herald's* columns from time to time, but it is said by its neighbors to express something quite different from what a mark or showing of daily average during a year would be found to be. In any event, however, the *Herald* is an excellent newspaper and so well deserves the generous patronage bestowed upon it that one is led to believe that it would lose nothing by a straight out showing of the actual truth concerning its daily issue.

The *Traveler* has, in the course of years, undergone more changes in character, appearance and make-up than any other daily in Boston. It is now somewhat of a sensational sheet, printed on pink paper and sold for one cent; but its circula-

tion was never before so large. From an average issue of 26,680, in 1895, it reached 76,868 in 1898 and can perhaps sustain its claim for the largest evening circulation of any daily in New England.

The *Journal* is still a favorite with merchants, manufacturers and business men generally, with a large circulation outside city limits. Reliable and eminently respectable, it is valued as much, perhaps, for the class and quality of its circulation as for the mere number of copies printed. In 1894 it reported an average issue of 83,270; then there followed, in the absence of information, an estimated rating of exceeding 40,000; but for the year ending with February, 1899, the actual figures were again furnished and show an average issue of 68,505.

The *Evening Transcript*, with a record of three score years and ten behind it, is the one afternoon daily of unquestioned popularity. It occupies in Boston, a position similar to that of the *Evening Post* in New York, and is sometimes designated as the "teatable organ." One notes with pleasure that from an issue of 17,500, reported in the Directory for 1894, there was an actual average given for the year ending with March, 1898, of 21,173. It is probable that information has not been withheld in 1899, because of any diminution in this number, for the *Transcript* is one of the best paying newspaper properties in America and about the best instance of a paper valued by advertisers more for the quality than the quantity of its readers.

Since 1894, when the publisher of the *Evening Record* "asserted" its smallest issue to be 82,000, no information in definite shape concerning that paper appears to have been obtainable. In the two following years its estimated issue was placed at exceeding 40,000, and in 1898 exceeding 20,000. If the Directory editor has made any material mistake in this rating the *Record* publisher would doubtless have discovered it long ere this and caused it to be rectified. Probably the low price at which the *Traveler* is to be had, together with the attractive qualities of the *Globe* and *Journal* evening editions, makes it

seem advisable to the *Record* people to avoid going into details of the present issue of that paper.

The *Post* completes the list of seven dailies enumerated above. There is no record of any circulation report in sufficient detail to be of value, coming from this paper to the Directory as far back as 1893. It was then given an estimated rating of exceeding 40,000, which, because of failure by the publisher to sustain this report, or show a still larger issue, and a persistent withholding of information, was reduced in 1898 to exceeding 20,000. The publisher seems to claim through advertisements, in general terms, a much larger issue; a clean record for a full year is something that is never seen from the office of the *Post*. Notwithstanding this condition of affairs it is probable, yes certain, in the opinion of the writer, that the Directory rates the circulation in this case decidedly too low. The *Post* in years gone by was the best known and most ably conducted Democratic daily in New England—probably at one time the best known and most respected of any in the entire North.

The *Record*, *Post* and *Traveler* are each sold for one cent a copy, the *Globe*, *Herald* and *Journal* for two cents, and the *Evening Transcript* for three cents.

PRINTERS' INK concludes, after a careful study of the Directory, that the *Transcript*, *Journal* and *Herald* are most read by the more prosperous classes. The *Globe* has the largest issue, the *Transcript* the choicest. The *Post*, as the only out and out Democratic organ, must have a pretty large constituency.

Boston, Baltimore and St. Louis are about alike in population, but the combined daily issue in Boston appears to be more than three times that of Baltimore, but fails to equal that of St. Louis.

In Massachusetts, outside Boston, seven daily papers get credit for actual average issues of more than ten thousand copies. They are: Brockton *Times*; Lowell *Sun*; New Bedford *Evening Standard*; Salem *News*; Springfield *Republican*, *Union*, and Worcester *Telegram*.

The Springfield *Union* alone of the seven is rated by a circulation letter—its publisher appearing unwilling to furnish the Directory editor with the so easily given intelligence necessary to secure a more exact result. To the remaining six is accorded, in each case, for several years past, a precise rating in Arabic figures, based upon annual average statements, made by publishers and accepted as absolutely correct. First in order of circulation among the seven dailies is the Worcester *Telegram*—a morning one-cent paper which, from an average issue of 11,729 in 1895, steadily advanced to 17,774 during the year ending with September, 1899. The *Telegram* is wide awake, and appears to print more copies than the three remaining English dailies combined.

Within sixteen miles of Boston is the Salem *News*—a bright, clean sheet of unusual local interest, whose average issue during 1898 was 16,824—a slight but healthy growth over that of previous years.

The Springfield *Republican* has lost none of its well earned popularity gained by conscientious, persistent effort and able editorial management during more than half a century. Of course it is found in the bulls eye (●)* list, and merits the distinction thus given. From an average issue of 11,929 in 1895, to an average of 15,314 in 1898, is a pretty good record for Springfield. The March edition of the Directory will probably exhibit the *Republican's* average during the year past.

The Springfield *Union* showed a combined issue for its morning and evening editions in 1894 of 17,501; but since 1898 there has been an apparent desire to withhold information, resulting in an estimated rating of exceeding 17,500. Owing to the publishers' continued reticence and a possibil-

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ity of error in repeating so high an estimate, no rating appears for 1899.

The *Brockton Evening Times* appears to vary but little from year to year; for the year ending with August last its average issue was 13,841.

Lowell has always been a trial to the Directory editor. Of its six dailies but one seems willing to furnish accurate information, although none of them are at all modest in claiming, at intervals, the largest issue—or an issue in excess of that accorded to some other neighbor. An actual average report from the *News* was received and published in both 1896 and 1897; but the figures being questioned, the editor of the Directory offered to cause their correctness to be verified by special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the *News*, but to this offer the response was not such as to entirely remove the impression of doubt cast on the rating. The *Lowell Sun* has furnished regularly annual statements in detail since 1896. These show an increase from 7,918 in the latter year to 13,074 for the year ending with March, 1899. It is encouraging to obtain a truthful statement from even a single paper in Lowell. The *Sun* is to be congratulated.

The *New Bedford Standard*, although last of the seven dailies enumerated, is by no means of least importance. It has a valuable circulation in the city and surrounding country, where there is a population of over one hundred thousand. The *Standard's* average issue for the year ending with September, 1899, was 11,354.

Mention should also be made of the following dailies, each reported in the Directory with considerable regularity from year to year upon annual statements—the only remaining dailies (except the two afterwards named) in Massachusetts getting credit for a circulation of 5,000 or more copies. The figures are taken from the last report in each case: *Brockton Enterprise*, 6,029; *Gloucester Times*,

5,371; *Haverhill Gazette*, 8,684; *Springfield News*, 7,934; *Worcester L'Opinion Publique*, 6,256. The *Lynn Item* was credited with an average issue of 12,990 in 1895; the following year showed a slight decrease; failure to obtain information resulted in an estimate of exceeding 7,500 in 1898, and for the same reason a rating in 1899 is omitted. The *Worcester Post* appears to have made in many years but a single report. Its estimated issue is exceeding 7,500.

Massachusetts has an unusually large per cent of remarkably good dailies.

NEW HAMPSHIRE DAILIES.

In the December issue of the American Newspaper Directory for 1899 four daily papers in New Hampshire get credit for actual issues of more than two thousand two hundred and fifty copies. They are: *Concord Evening Monitor*, *Dover Foster's Democrat*; *Manchester Mirror and American* and *Manchester Union*. The *Manchester Union* alone of these four has furnished regularly statements of circulation during a series of years and has probably a much larger issue than the remaining three dailies combined. Its last report shows an average issue of 13,293. The *Union* is a progressive paper. By means of special arrangements with newsdealers and railroads the paper is delivered pretty generally throughout the State by early morning and reaches its farthest confines late in the afternoon. With the exception of the *Indianapolis News* and the *Portland Oregonian*, there is no other instance where a single daily so dominates a State as is the case with the *Manchester Union* in the State of New Hampshire. The *Mirror*, *Foster's Democrat* and the *Monitor* are good mediums for local service, with an estimated rating accorded to each of exceeding 2,250 copies. The *Mirror* back in 1896 showed an average issue of 7,332; and the *Monitor* in 1897 showed 2,511; but no claim to sustain these ratings has since been received, and from the *Mirror* only such reports as appeared to indicate decreasing issues.

OHIO DAILIES.

In the December issue of the American Newspaper Directory for 1899 four English dailies in Cincinnati and five in Cleveland get credit for actual average issues of more than ten thousand copies. They are: Cincinnati *Commercial-Tribune*, *Enquirer*, *Post*, *Times-Star*; Cleveland *Leader* (morning and evening), *Plaindealer* (morning and evening), *Press*, *Recorder* and *World*.

In Cincinnati the *Commercial-Tribune* and *Enquirer*, both morning papers, are among the oldest, the best, and the most generally known of any Western dailies; the former makes a point of its character, influence and circulation; the latter is deservedly prominent from its enviable position in the "bulls (⊙) * eye list." The *Commercial* is more conservative—the *Enquirer* more progressive and also more aggressive. It has a monopoly of the "wants" and shows a decided "snap" on every page. The Directory editor has done his best to record with precision the circulation of these two papers, but from neither of them is it found possible to obtain anything like exact reports, and so the issue, whatever it may be, is largely a matter for speculation. The *Commercial* did state that in 1894 its smallest issue was 33,450; the two following years a letter rating indicated its average as exceeding 20,000, and the latest estimate is somewhat less. The *Enquirer* from 1892 to 1896, inclusive, had credit for an estimated issue exceeding 40,000—reduced to exceeding 20,000 in 1898. Appearances indicate that these estimates are in both cases too low, but so long as they remain uncontradicted in the offices of publication the Directory would not be justified in raising them. The *Enquirer* is sold at a high price, its Sunday edition is very large, but those

who are in a position to judge have the impression that for the other six days the smallness of the edition would surprise those who have long regarded the *Enquirer* as a leader among American daily papers. To the *Times-Star* is accorded, from publishers' detailed statement, an actual average during 1898 of 153,778, the largest issue for which any daily in the State gets credit. Probably it is the one paper that gives an advertiser the best service for the money exacted of him. The *Post* is perhaps a close competitor, although its failure to report since 1897, when the average (155,132) was less than in 1896, is suggestive of a possible further decrease. The *Post* and *Times-Star* are both afternoon dailies, each sold for one cent a copy. The *Commercial* is a three-cent, and the *Enquirer* a five-cent daily. Above figures tell an eloquent story on the subject of circulation. These are days of low prices.

In Cleveland the morning *Leader*, with its evening edition—the *News* and *Herald*—gets credit for a combined issue exceeding 40,000; but this seems to be based upon an actual average report in 1894 of 44,968, and there has been an apparent unwillingness to furnish later information. The *Plaindealer*, also morning and evening, had for the last full year reported an actual average of 32,929. The evening *Press* is perhaps second—certainly not to be classed lower than third in circulation among Ohio dailies. Its detailed statement, as given in the Directory with some regularity, show a steady increase up to September, 1898. The average then reported was 106,941. An opportunity to furnish later information, however, appears to have been neglected. The *Recorder*, morning and evening, has never made a satisfactory statement of issues and the estimated exceeding 17,500 strikes one as high enough. The *World* is evening only—its average in 1898 was reported at 26,685. All the Cleveland evening papers are sold for one cent a copy.

Outside Ohio's two big cities, nine dailies in the State get credit for actual average issues of more

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than five thousand copies. They are: *Akron Beacon Journal*; *Canton Repository*; *Columbus Dispatch*, *State Journal*, *Press-Post*; *Toledo Bee*, *Blade*, *Commercial* and *Evening News*. The *Akron Beacon Journal*, a one-cent evening daily, exhibits an actual average issue for year ending with October, 1899, of 7,128; and the *Evening Repository* of Canton for year previous to October, 1899, shows average of 6,270. In Columbus the *Evening Dispatch*, from which there is no record of definite information in the past five years, gets an estimated issue in 1898 of exceeding 7,500 copies, which the Directory editor appears unwilling to repeat in 1899. It is quite likely that the Directory is seriously at fault in the case of the *Dispatch*, for an examination of its columns and a consideration of local reports would indicate that it has the best advertising patronage in Columbus, and that is not likely to long be accorded to a paper with the smallest issue. It may be that the owners feel strong enough to ignore inquiries about its circulation, which, if so, goes to prove that however successful they may be as business men, they still are somewhat less than up to date in their ideas of what is due to themselves and to their customers as well. The *Columbus State Journal*, established in 1811, is one of the oldest dailies in the State, the only morning daily in Columbus, and a much better daily than can often be found in a city of less than 150,000 population. It is also to be commended for making its exact circulation known by means of Directory ratings, from year to year, with considerable regularity. For year ending with October 14, 1899, its average issue was 13,282. The *Press-Post* reported an average in 1897 of 19,419, but there has been an apparent unwillingness to furnish later information of a definite sort; still, the last estimate of exceeding 17,500 in 1898 is probably correct. In Toledo the *Evening Bee* has never furnished to the Directory a satisfactory report of any kind but rarely fails to complain of the consequences arising from its own negligence. Since 1895 it has been rated "F"

(with some reservations), or exceeding 7,500. The *Blade* makes regular statements as a matter of course and shows a steady increase of from 15,350 in 1895 to 21,761 in 1898. It is the only Republican daily in Toledo and clearly leads all others in number of copies issued. The *Commercial* has the morning field to itself, but with only an estimated output of exceeding 7,500, which is probably a little too high. The *Evening News* furnished a statement for 1898 showing an actual average of 22,729. These figures were accepted and appeared in the Directory, but after appearance their accuracy was questioned by one or more persons who claimed to have facilities for knowing the facts and the Directory editor fears that the doubts expressed "do rest upon a substantial foundation." So in 1899, in absence of explanation or report, the *News* is estimated to exceed an issue of 7,500.

MISSISSIPPI DAILIES.

In the December issue of the American Newspaper Directory for 1899 three dailies in Mississippi get credit for actual average issues of more than one thousand copies, but none of the three are believed to print as many as 2,250 copies. They are: *Jackson Clarion Ledger*; *Meridian Herald*; and *Vicksburg Herald*. The *Jackson Clarion-Ledger* reported in 1894 no issue less than 1,500; in 1897, actual average 2,025. With this single exception the Directory has failed in all its attempts to secure information of value concerning circulation from publishers of the dailies named. Probably exceeding 1,000 is a high enough rating for them. Mississippi is a barren field for daily newspapers. Any one who desires to advertise in that State might do well to consider, in connection with other service, what has been said of Louisiana dailies.

NEVADA DAILIES.

In the December issue of the American Newspaper Directory for 1899 not a single newspaper in Nevada gets credit for an issue of as many as 1,000 copies. There are nine dailies in the State.

WASHINGTON DAILIES.

In the December issue of the American Newspaper Directory for 1899 six daily papers in the State of Washington get credit for actual average issues of more than four thousand copies. They are: *Seattle Post-Intelligencer* and *Times*; *Spokane Chronicle* and *Spokesman-Review*; *Tacoma Ledger* and *News*.

The *Seattle Times*, evening, reports an astounding growth from an average issue of 5,989 in 1896 to 17,243 in 1898—but nobody doubts the figures, and the paper is evidently prosperous. Its editor, Mr. Alden J. Blethen, was formerly of Minneapolis, and there obtained a big reputation for capacity. The *Post-Intelligencer* made a yearly statement of issues back in 1896, when the *Times* had less than 6,000. Its average at that time was 13,525. Since then there has been less inclination exhibited to state facts. Possibly the rapid rise of the *Times* may have something to do with this. Its latest rating—estimated—is exceeding 7,500. It is sold for ten dollars a year, while the price of the *Times* is only half as much. The *Seattle Post-Intelligencer*, or the P. I., as it is familiarly called in Western Washington, is a great paper and was never stronger than at the present time. Without doubt it is the best advertising proposition west of St. Paul and north of Portland, Oregon. The *Spokane Spokesman-Review*—morning—from an average issue of 5,086 in 1895, shows an average during the year ending September, 1899, of 9,759—an issue second only to that of the *Seattle Times*, among the six dailies. The *Spokane Evening Chronicle* furnishes regular annual statements and is credited with an average for year previous to May, 1899, of 5,367 copies. In *Tacoma the Morning Ledger* reported an actual average issue during 1898 of 6,751. The Directory editor gives an estimated rating for 1899 of exceeding 4,000. The *Tacoma Evening News* has never furnished a circulation statement of any real value and can only be said to have an estimated issue which exceeds 4,000. The six dailies enumerated

above are all more than usually good papers. It is conspicuously to be noted that in Washington and Oregon the popularity of the evening paper is growing vastly. In Spokane, Seattle, Tacoma and Portland the morning paper continues to hold the first place in influence, but in mere number of copies sold the evening paper, if not already ahead, will soon achieve that advanced position. As a newspaper point Tacoma is unfortunate. Seattle is too near and Portland not far enough away; while the papers they send out are too good to be competed with.

VIRGINIA DAILIES.

In the December issue of the American Newspaper Directory for 1899 four daily papers in Virginia get credit for actual average issues of more than two thousand copies. They are: *Norfolk Virginian-Pilot*; *Petersburg Index-Appeal*; *Richmond Dispatch* and *Times*. The *Richmond Dispatch* is one of the few "before the war" papers remaining, and was long known as one of the best dailies south of Washington. Perhaps it should, even now, be accorded the bulls eye (☉)*. From a smallest issue of not less than 8,200 in 1894, it is credited with an actual average of 10,025 in 1898. The *Morning Times* has fallen from an average issue of 9,173 in 1896 to an estimate of exceeding 4,000 in 1898. There appears to have been in this case an intentional failure to give information. It seems as if the *Dispatch* had the field pretty much to itself again.

In *Norfolk the Virginian-Pilot* probably has a larger circulation than the other four dailies combined. Its average in 1894 was 5,518, but in 1899 it had reached (for year ending with March) 8,060. In the Southern Sugar Bowl contest, in which a solid s-l-

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ver sugar bowl was awarded to the Los Angeles (Cal.) *Times* as being the newspaper published south of a line drawn from San Francisco through St. Louis, Cincinnati and Philadelphia, to the Atlantic Ocean, that gives an advertiser best service in proportion to the price demanded, the *Virginian-Pilot* stood second in lowness of advertising charges, and made clear that it is a newspaper of good quality. Although papers such as the *Washington Star*, *Houston Post*, *Baltimore News* and *Los Angeles Times* were competitors, the *Virginian-Pilot* hardly seemed out of place in their company. The *Petersburg Index-Appeal* never gives any but unsatisfactory or incomplete circulation statistics and appears moderately contented with an estimated rating of exceeding 2,250. It has been reported, in days gone by—and perhaps it is true now—that the *Richmond Dispatch* sold more papers in Petersburg than the *Index-Appeal* printed.

TENNESSEE DAILIES.

In the December issue of the American Newspaper Directory for 1899 six daily papers in Tennessee get credit for actual average issues of more than four thousand copies. They are: *Chattanooga News, Times*; *Knoxville Journal-Tribune*; *Memphis Commercial-Appeal*; *Nashville American* and *Banner*. The *Memphis Commercial-Appeal*, from detailed report, is accorded an average issue for year ending with March, 1899, of 21,716—quite an advance over the average during any preceding year, and placing it first among Tennessee dailies in point of circulation. It represents a consolidation of what were once three most important Southern papers—the *Commercial*, *Appeal* and *Avalanche*—and is now a prosperous daily in an enterprising city with a large and important clientele. Next in order is the *Nashville American*, morning, and then the *Banner*, evening. The former's actual average during 1898 was 14,252, the latter's 14,930. They are of about equal importance and neither should be neg-

lected for advertising in the State capital. It is a little remarkable to find in Knoxville a daily with larger circulation than any in Chattanooga—the great railroad center—with more than double Knoxville's population. This may be due in part to the price of the *Journal-Tribune*, which is two cents a copy, while the remaining dailies are sold for five cents, but it is also due to enterprise and merit. The *Journal-Tribune* succeeds to what was formerly *Parson Brownlow's Whig*, the daily *Journal* and the daily *Tribune*; its average issue for year ending with June, 1899, was 10,344. There is on record but one definite circulation report from the *Chattanooga Times*, during entire period covered by Directory information. From 1892 to 1897, inclusive, it was given an estimated issue (in the absence of information, or information unsatisfactory) of exceeding 4,000; for the year ending with October 24, 1898, it did show an average unquestioned issue of 9,310; but in 1899 it went back to its old ways and is accorded a letter rating of "2 F"—or exceeding 7,500—publisher's report unsatisfactory. It is the only morning and the best daily in Chattanooga. The *Evening News* reported its smallest issue in 1898 as not less than 5,000. It is of the same size as the *Times*, and resembles it in general appearance.

OKLAHOMA DAILIES.

In the December issue of the American Newspaper Directory for 1899 two daily papers in Oklahoma get credit for actual issues of more than one thousand copies—both in Guthrie, viz.: The *Leader* and *Oklahoma State Capital*. The *State Capital* was the first paper published in that territory, and is now claimed to be the only daily receiving Associated Press dispatches. In 1897 its average issue was reported as 7,155, an increase from previous years; but failure to furnish more recent information results in doubt as to just what its present status is. The *Leader* in 1898 reported an average for that entire year of 3,570.

NEW JERSEY DAILIES.

In the December issue of the American Newspaper Directory for 1899 ten daily papers in New Jersey get credit for an actual average issue of more than four thousand copies. They are: *Elizabeth Journal*, *Hoboken Observer*, *Jersey City Evening Journal*, *Newark Advertiser*, *Evening News*, *Freie-Zeitung*, *Passaic News*, *Paterson News*, *Morning Call*, *Trenton True American*. With the single exception of the *Newark Advertiser*, each of the ten dailies is accorded an exact circulation rating from publisher's detailed reports, made with great regularity, year by year, since the present plan of reporting previous records was inaugurated in the Directory. The *Newark Evening News* appears to be first in order from every standpoint—a remarkably good paper, with an average issue of over 40,000 copies—nearly three times that of any other daily in the State. The *Newark Advertiser*, for many years the leading daily of the State, appears to have failed—with some persistence, apparently—in furnishing any definite circulation reports to the Directory. It is the oldest daily in New Jersey, probably still one of the best, and exhibits indications of considerable prosperity. From an estimated issue of exceeding four thousand in 1895, there followed up to and including 1898, an estimate of exceeding 7,500; but the Directory editor seems unwilling to repeat so high an estimate for 1899, in the face of information withheld, and so no figures are given for that year. Whatever its issue, the *Advertiser* from character and class of circulation should and does command considerable attention and patronage. The *News* and *Advertiser* are each sold for two cents a copy. The *Freie Zeitung* of Newark has an average issue of over 6,500. In Jersey City the *Evening Journal* was selected at one time “by a committee of advertising experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation, and con-

sequent advertising value.” The *Journal's* average issue in 1898 was 14,890—exceeded only by the *Newark News*. The *Hoboken Observer* reached an average in 1898 of 10,563—a healthy increase over previous years. It is somewhat remarkable to find in Paterson two dailies of so large a circulation as that exhibited by the *News* and *Call*. The *News's* average for the year ending June, 1899, was 7,682, and the *Call's*, for 1898, was 6,649. Next to the *Newark Advertiser*, in longevity, is the *Trenton True American*, established in 1835—a good newspaper, under able management, having an average issue as shown by last report of 5,793. The *Elizabeth Journal* reports a steady growth in circulation from 3,855 in 1895 to 4,538 in 1899; and the *Passaic News* has grown from an average of 2,865 in 1895 to 4,105 in 1898.

MICHIGAN DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven daily papers in Michigan get credit for actual average editions of more than five thousand copies, viz.: *Detroit Free Press*, *Journal*, *Tribune* (including its evening edition—the *News*); *Grand Rapids Evening Press*, *Herald*, *Kalamazoo Telegraph*, and *Saginaw Evening News*. Each of the seven dailies is rated in plain figures from actual average yearly reports furnished to and on file in the Directory office, thus establishing the exact issue for a year past beyond doubt or controversy. The *Detroit Free Press* and *Tribune* are the two prominent morning dailies of Michigan. Comparison between them in the matter of circulation is rendered difficult owing to the fact that the *Free Press's* reported issue stands alone and unqualified, while that of the *Tribune* includes as well its evening edition, the *News*. If, however, the reported Sunday issues of the two morning editions only are a correct guide the *Free Press* is in the lead. This latter paper was established in 1835 and antedates all others in the city. From an actual average of 34,764 in 1895, it showed for the

year ending with March, 1899, an average of 42,746. From the two editions of the *Tribune* there appears to have come, for the first time, a definite report in 1896, showing average issue during that year of 60,419; the next detailed report, for year ending with August, 1899, shows 74,662. It is pretty well understood that the *News* has much the larger portion of readers, but as an advertiser gets the benefit of both lists he is not particularly interested in knowing just how they are divided or classified. The *Detroit Journal*, from 1895 to 1898 inclusive, was accorded an estimated issue of exceeding 20,000, but a detailed report for the year ending with March, 1899, fixes the issue at 34,114. It is the only English Republican daily in Detroit. The *Free Press* and *Tribune* are each sold for three cents—the *Journal* and *News* for two cents.

That Grand Rapids, so near and accessible to both Detroit and Chicago, should have in the *Press* an evening daily showing an actual average issue during 1898 of 31,110, seems somewhat phenomenal, but these figures are doubtless correct. The *Press* is sold for one cent and has risen to its present high average from an issue of 19,673 in 1895. From Directory reports there appears to have been a steady increase ever since. No one who spends a day in Grand Rapids can fail to note to what a wonderful degree the *Press* covers the town. It is everywhere and everybody is its friend. The army of bright, energetic, interested newsboys handling the *Press* in Grand Rapids is as much in evidence as bees near a hive. Nothing just like it is to be seen in any other town in the United States. The Grand Rapids *Herald* is a morning daily which has risen from an average issue of 7,503 in 1896 to 10,551 in 1898. The *Kalamazoo Telegraph* reported for the year ending October, 1898, an average of 6,723 copies, but there has been a failure to furnish subsequent information upon which to base a more recent report. Saginaw is said to have a present population of 60,000, for whose benefit the *Evening News* made an actual

average issue during the year ending March, 1899, of 8,872 copies. This is a steady growth from an average of 3,409 in 1895. The dailies of Michigan are unusually good, well edited, well made up, well printed and well patronized.

OREGON DAILIES.

In the December issue of the American Newspaper Directory for 1899 only two daily papers in Oregon get credit for actual average editions of over two thousand copies. They are both in Portland—the *Evening Telegram* and *Morning Oregonian*. There is no other daily in the city and no other daily of very much comparative account in the entire State. The *Telegram* is largely local in circulation, but its circulation is also comparatively large—the average, as shown by detailed report for 1898, was 13,061, an increase of fifty per cent over that of the previous year. The *Oregonian* not only covers its local field but has a big clientage extending far beyond State limits. One notes with some regret that its last detailed statement to the Directory was in 1897. It then had an average issue of 24,093. The regret deepens to find in the following year an estimated rating only, with indications of intentional failure to present facts, and a consequent omission of even an estimated rating in 1899. The writer has reason to know that the *Oregonian* was never stronger in its field than at present; was never a better paper, better appreciated or more prosperous. It is generally supposed that the *Evening Telegram* is really a child of the *Oregonian*. The natural tendency of evening papers is to overshadow the morning side partners in number of copies sold with unexpected rapidity, especially when, as is frequently the case, as in this instance also, the evening paper is sold at a lower price. The *Oregonian* with its present advertising rates and character offers unsurpassed advantages to advertisers, even though its daily sale be not possibly more than half the figures it may have touched at the date of some previous high-water mark.

WISCONSIN DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven English dailies in Wisconsin get credit for actual average issues of more than four thousand copies. They are: Milwaukee *Evening Wisconsin*, *Journal*, *News*, *Sentinel*; Oshkosh *Northwestern* and *Times*; West Superior *Evening Telegram*. The *Evening Wisconsin* is one of the best known, among the best Western dailies. The character of its circulation is high—according to a position in the choice bulls eye (●)* list. To its further credit are the annual statements of actual issues from year to year, which come to the Directory office with regularity. The average thus shown, according to its last report—June, 1899—was 17,768. The *Evening Journal* for the same period reported an average of 24,607. The *Evening News* persistently fails to give information but seems entitled to an average issue possibly exceeding 4,000. From 1892 to 1896 it was rated exceeding 7,500. The Directory editor appears to think the *News* is falling behind. The *Sentinel* is the only English morning daily in Milwaukee and its estimated ratings have varied from exceeding 17,500 in 1892 to exceeding 7,500 in 1898—a pretty large decrease; but there seems to be no record of a circulation report of any sort from the *Sentinel* office to the Directory, and the editor is obliged to arrive at his conclusions from best circumstantial evidence obtainable. The *Sentinel* has always been more commended for quality than quantity of circulation, and the present times are unfavorable to large morning issues. It should also be remembered that the dailies from Chicago reach Milwaukee rather early in the morning. There is a German daily in Milwaukee—*Germania Abend-Post*, which re-

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ported an average issue during 1898 of 20,129; and a Polish daily—*Kuryer Polski*, given an estimated issue exceeding 4,000.

In Oshkosh the *Northwestern* has the largest circulation of any Wisconsin daily outside Milwaukee, and is in every way the best one. Its yearly issues, regularly reported in the Directory, show a steady increase; the average for 1898 was 4,455. The Oshkosh *Times* reported an average of 3,737 in 1898, and the Directory editor shows a belief in the paper's prosperity by according an increased estimated rating in 1899—exceeding 4,000.

In West Superior the *Evening Telegram* was credited with an average issue, during 1896, of 4,669. A failure to furnish later information seems to indicate a probable decrease, but the present estimate still exceeds 4,000.

VERMONT DAILIES.

In the December issue of the American Newspaper Directory for 1899 only two daily papers in Vermont get credit for actual average issues of more than two thousand copies. They are in Burlington—the *Free Press* and the *News*. Both furnish circulation statements with regularity. The *Free Press*, morning, established 1848, has increased its issue steadily from 4,078 in 1895 to 5,464 in 1898; the *News*, evening, established 1894, increased during the same period from 3,503 to 5,525. The *Free Press* is sold for three cents, the *News* for one cent a copy. They are both first-class. The Barre *Times* reported an issue for the year previous to October, 1899, of 1,975, and the St. Albans *Messenger* of 1,090. The Montpelier *Argus* and Rutland *Herald* each has credit for an estimated issue in excess of 1,000. It seems as though the last named paper ought to get credit for a considerably larger output, but its proprietors do not appear to think so, as no figures seem to have been sent in since 1894.

PEOPLE are learning that almost every good new thing is advertised.—*Shoe and Leather Facts.*

PENNSYLVANIA DAILIES.

In the December issue of the American Newspaper Directory for 1899 six English dailies in Philadelphia get credit for actual average issues of more than twenty thousand copies. They are: *Evening Bulletin*, *Evening Telegraph*, *Inquirer*, *Press*, *Public Ledger* and *Record*. The *Record*, although most recently established, appears, from every standpoint, clearly entitled to first place in the consideration of advertisers. It tells the exact truth concerning circulation—tells it intelligently, from day to day, and with the greatest regularity from year to year. In the Directory it stands third in point of issue among all the papers willing to let their circulations be known, out of the over two thousand dailies catalogued. From 163,833 in 1895, it is given for the year ending with May 15, 1899, an average issue of 192,521. The *Inquirer*, established in 1829—the oldest daily in the city—is accorded an average issue for the year ending with September, 1898, of 164,772, but has failed to furnish a more recent statement. The *Evening Bulletin* is accorded an average issue in 1898 of 113,973, and the absolute correctness of this rating is guaranteed by the publishers of the Directory, "who will pay one hundred dollars to the first person who successfully controverts its accuracy." The *Bulletin* appears to have nearly doubled its circulation since 1897. The *Evening Telegraph* reported an actual average during 1898 of 25,766. It is a paper of importance and position, and it is asserted of it that it could show a vastly increased issue in 1899 if inclined to make a report; its subscription price having been cut in two while the quality of the paper has improved rather than deteriorated. The *Press*, once known as "Forney's paper," now as Charles Emory Smith's, reported an average in 1896 of 66,758, but appears to have since refrained from furnishing definite facts. Its last estimated rating is exceeding 20,000. The *Public Ledger* has never made a circulation report for the Directory, and, perhaps, never will. Its estimated

issue has varied from exceeding 75,000 in 1892 to exceeding 20,000 in 1898. But the *Ledger* can afford to be independent and have its own way. Its circulation ought to be much greater than the Directory indicates. It has adopted modern ways, is a modern paper with a valuable constituency, which places it correctly in the bull's eye (●)* class.

Mention should here be made of the *Evening Item*, to which no recent rating is assigned. Perhaps the reason therefor can be told best in Directory language: viz.: "Actual average for 1895, 191,606; for 1896, 199,564 #; [this sign indicates that the accuracy of the rating has been questioned by one or more persons who claim to have facilities for knowing the facts]; for 1897, 198,475 ###; for 1898 # # #." [the repetition of sign indicates, "the editor of the American Newspaper Directory has offered to cause the correctness of this circulation rating to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper; but to this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast on the rating]. The *Press* and *Public Ledger* are sold for two cents, and all the others are sold for one cent a copy. Three German dailies in Philadelphia are also credited with an issue of over twenty thousand; viz.: *Demokrat*, no recent report furnished; *Gazette*, actual average for 1898, 45,900; and *Tageblatt*, actual average for year ending with September, 1899, 45,815.

In the city of Pittsburgh seven daily papers get credit for average issues of more than twenty thousand copies. They are: *Chronicle*, *Telegraph*, *Commercial Gazette*,

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Dispatch, News, Post, Press and *Times*. The *Dispatch* alone among the seven fails to furnish the Directory yearly statements of actual issue with any degree of regularity. In order of reported circulation, the *Morning Times* appears to have the lead. Its average in 1897 was 51,272, and in 1898, 57,968. The *Morning Post*, only Democratic daily in Pittsburg, from an average issue of 36,860 in 1895, is accorded 54,867 in 1898, and this last rating is guaranteed by the Directory as in the case of the *Philadelphia Bulletin*, already reported. The *Evening Press* is accorded an average of 46,745 in 1898—a considerable increase over previous years. The *Evening Chronicle Telegraph* for the year ending with June, 1899, reports an average of 42,726 against 49,130 in 1898, and 50,105 in 1896. The *Commercial Gazette* was established in 1786, and retains, as it has always held, a most important place as one of the very best dailies in the State. Its last report, actual issue during 1898, 40,653, shows a steady gain over preceding years. The *Evening News* claims to be the official paper of Pittsburg and Allegheny. Its average issue for 1898 was 25,874—indicating a decided increase. The *Dispatch* has furnished the Directory with but a single yearly report of circulation, as far back as the present accumulated ratings in that book extend. This was for 1896, when the average was 36,149; all later information has been incomplete and unsatisfactory; but the impression is that the *Dispatch* holds its own although unwilling to make a showing, which would not compare favorably in numbers with the larger issues of some less important dailies. The *Dispatch* is sold for two cents—all the others for one cent a copy. It will be noticed that more dailies are reported in Pittsburg with an average issue over 20,000 than in Philadelphia, but the combined issue of the six in Philadelphia is nearly double that of the seven in Pittsburg.

In Pennsylvania, outside the two cities named above, seven daily papers get credit for actual average issues of more than seventy-five hundred copies. They are,

Harrisburg *Patriot*, *Star-Independent*; Pottsville *Republican*; Reading *Eagle*; Scranton *Times*; West Chester *Local News* and Wilkesbarre *Record*. In Harrisburg, the evening *Star-Independent's* average issue for year ending October, 1899, was 7,917, and that of the morning *Patriot* for year ending January, 1899, was 7,588. The *Patriot* is the oldest daily in the State capital, and claims to furnish "the quickest and best route to the homes of the best people of Central Pennsylvania." The Pottsville *Republican*, from an average issue of 7,293 in 1895, reported 8,142 in 1898. It appears to have a larger circulation than the other two Pottsville dailies, combined. The Reading *Eagle* is so good a paper, it seems a pity its publisher should decline to make known the number of copies printed. His detailed report for 1897 showed an average issue of 13,299; since then there has been a failure to establish the repetition of even so high a rating and the Directory, which in 1898 recorded an estimate exceeding 12,500, deems it wise in the absence of information to omit a later conclusion. The Scranton *Times* is credited for the year ending October, 1899, with an average issue of 13,628, thus placing it ahead of all other dailies in the State outside Philadelphia and Pittsburg. The *Local News* of West Chester, "the pioneer daily of Chester County," reported for 1896 an average of 13,228. In the absence of a later report it now has a letter rating of exceeding 7,500. The Wilkesbarre *Record*, from an average of 8,984 in 1895, has credit for 11,395 in 1898. It is a surprisingly good paper. The *Record* is sold for two cents a copy; the Reading *Eagle* costs five dollars a year, and all other dailies named can be had for one cent a copy.

The only remaining dailies in Pennsylvania which get credit for actual issues of more than five thousand copies are those which follow. The figures indicate latest Directory rating in each case—all based upon yearly statements in detail: Chester *Times*, 6,929; Erie *Times*, 5,101; McKeesport *News*, 5,262; Wilkesbarre *Times*,

5,994; Williamsport *Sun*, 6,047; York *Dispatch*, 5,065.

Pennsylvania has more dailies than any other State, and it should be noted that with those of most importance it is pretty generally the custom to furnish for the Directory actual average statements of exact circulation. Of the English dailies named above, only seven are designated by a letter rating.

MISSOURI DAILIES.

In the December issue of the American Newspaper Directory for 1899 eleven daily papers in Missouri get credit for actual average issues of more than ten thousand copies—five in St. Louis, five in Kansas City and one in St. Joseph. They are: St. Louis *Chronicle*, *Globe-Democrat*, *Post-Dispatch*, *Republic* and *Star*; Kansas City *Drovers' Telegram*, *Journal*, *Star*, *Times*, *World*; St. Joseph *News*. No other daily in Missouri gets credit for an issue of so many as 5,000 copies.

The St. Louis *Globe-Democrat* has a larger circulation than any of the remaining ten dailies. A study of its annual reports to the Directory is interesting. They run as follows: "Actual average for 1896, subscribed for and sold, 69,835; for 1897, subscribed for and sold, 70,501; for 1898, copies printed, 96,695; for a year ending September, 1899, 86,139." The St. Louis *Post-Dispatch* follows close upon the *Globe-Democrat* with a recorded average issue for the year ending with October 3, 1899, of 83,110. Its average in 1898 was 96,321, and in 1895, 78,516. This paper, as is pretty generally known, was founded by Joseph Pulitzer, owner of the New York *World*, and belongs to the Pulitzer Publishing Company. It was with the *Dispatch* that Mr. Pulitzer demonstrated his remarkable ability as a newspaper man. It claims to be the only evening paper in St. Louis with Associated Press dispatches; has a regular edition of twenty pages, and like all the other dailies in that city is sold within city limits for one cent a copy. The St. Louis *Star* is an evening daily, making a specialty of stock

reports, and appears by the Directory to have risen from 31,478 copies in 1895 to a circulation of 77,247 in 1898. The *Chronicle* is issued by the Scripps-McRae League and is the only St. Louis daily named above that fails to furnish up-to-date circulation reports and secure an exact rating in the Directory. It did make a report for 1895, when its average issue was 107,464; it failed to report in 1896, and in 1897 showed an average of 82,130. An incomplete statement for 1898 earned an estimate of exceeding 75,000; but in 1899 there was a further failure to furnish facts and the Directory editor appears unwilling to assign it a rating for that year. There is pleasure in turning from the doubtful issues of the *Chronicle* to the exact and comprehensive statements of such a good and well regarded daily as the St. Louis *Republic*. Like those of the *Globe-Democrat*, they are repeated: "Actual average for 1895, 55,191; for 1896, copies distributed, 67,092; for 1897, copies distributed, 62,094; for a year ending with September, 1898, copies printed 77,606; for a year ending with September, 1899, copies distributed, 69,524." The two best known and best considered dailies of St. Louis are the *Globe-Democrat* and *Republic*.

Turning now to Kansas City, the *Star* is conspicuous in having a circulation that is probably more than double that of any other daily therein, in having its exact figures, as stated, guaranteed by the publishers of the Directory under a forfeiture of \$100 to the first person who successfully controverts their accuracy; and in having been awarded by PRINTERS' INK the "Sugar Bowl," carrying with it the announcement that, after four months careful weighing of evidence, the *Star* had been pronounced the one daily published west of Chicago "which gives an advertiser the best service in proportion to the price charged." The *Star's* average issue for the year ending with September, 1899, was 84,192—second only to that of the *Globe-Democrat* in city or State. The *Morning Journal*, established in 1854, appears to more than

hold its own. From a smallest issue in 1894 of 20,500 copies, it reached an average in the year ending with June, 1899, of 40,754. The *Evening World* was rated for a year ending March, 1898, with an average of 39,523. It failed to report in the following year and information was not forthcoming in 1899. The *Drovers' Telegram* is a live stock paper, accorded an average for part of 1897-8 of 27,803. Its previous report for 1896 was 14,690; subsequent reports failed to contain definite figures, so that the 1899 report indicates non-receipt of information. The *Times* is the oldest daily in Kansas City. The average issue of 19,838 in 1896 had increased to 26,083 in 1898. While in no degree underestimating the *Star*, it is probable that with a large constituency the *Journal* and *Times* still remain favorite dailies. All the Kansas City dailies are sold for two cents a copy, excepting the *World*, which is sold for one cent.

The *St. Joseph News* closes the list of eleven and easily takes the lead over any other daily in the State outside the two big cities. Apparently it has a larger circulation than the remaining five dailies in St. Joseph. In 1895 its average was 7,935; the year ending with August, 1898, it had grown to 15,202. No satisfactory report has since been made, a circumstance going to show that its Spanish war circulation has not been sustained.

TEXAS DAILIES.

In the December issue of the American Newspaper Directory for 1899 six daily papers in Texas get credit for actual average issues of more than four thousand copies. They are: *Dallas Morning News*, *Times-Herald*; *Galveston Tribune*; *Houston Herald, Post*; and *San Antonio Express*.

The *Houston Post*, with an average issue during 1898 of 16,394 (increased from 10,372 in 1896) appears to have nearly three times the circulation of any other daily in Texas. The *Houston Evening Herald* for 1898 is accorded an average of 5,447. In Dallas the *Evening Times-Herald* for the year ending with July, 1898, showed

an average of 5,498; the Directory indicates for the following year a failure to supply information. The *Dallas Morning News* can only be criticised unfavorably in its persistent withholding of circulation statistics. Col. Belo, its owner, does not believe in giving them—he has never been known to give them in any such form as would authorize their publication in the Directory. The *News* is an excellent newspaper, exceptionally so; its character and class of circulation—like that of its twin, the *Galveston News*, is what advertisers consider more than the actual number of copies printed. Both papers belong and are found in the bulls eye (☉)* list. They are the best papers in Texas and it is only their high subscription price that limits their sale. They are papers of extraordinary influence and make much money. The *Dallas News* from 1892 to 1896 was accorded an estimated issue of exceeding 7,500; in 1898 this was reduced to exceeding 4,000. Probably it ought not to have been reduced. The *Galveston News'* estimated rating varied from E (exceeding 12,500) in 1892 to G (exceeding 4,000) in 1896. In 1898 it was placed at exceeding 2,250. It is too bad that of the real issues of two such important morning dailies in Texas so little should be really known. The *Galveston Tribune* is a bright afternoon daily, regularly furnishing detailed reports to secure correct ratings in the Directory, and given an average issue during 1898 of 4,009. Its subscription price is \$6 a year, while that of the *News* is \$10. In San Antonio the *Express*—morning—appears to have a pretty general monopoly of the field. It is reticent as to circulation statements, but seems entitled to an estimated issue in excess of 4,000, which is, after all, a pretty large issue for a ten dollar daily in these times of cheap newspaper service.

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NEW YORK DAILIES.

In the December issue of the American Newspaper Directory for 1899 twelve English dailies in the Borough of Manhattan get credit for actual average issues of more than twenty thousand copies. They are: *Evening Post*, *Herald*, *Journal and Advertiser*, *Evening Journal*, *News*, *Press*, *Sun*, *Evening Sun*, *Times*, *Tribune*, *World* and *Evening World*.

Considering these papers in the order indicated above: The *Evening Post* antedates all others, having been published continuously since its establishment in 1801. The *Post*, moreover, stands for a higher class of journalism, and possessing decided value from character and quality of circulation, more than from mere number of copies printed, is correctly placed in the Directory's bulls eye (☉)* list of choice mediums. But the *Post* is still further distinguished in a most important particular, by furnishing with regularity detailed yearly reports of circulation, thus securing in the Directory a succession of unquestioned annual averages of great value to those interested in newspaper statistics. It is the only daily of the twelve mentioned that appears willing to make known its exact figures—the only one in which an advertiser can purchase space, with an intelligent idea of just what he will get for his money. The *Post's* reported average for last year was 25,860. The writer once said to a man interested in publicity: "The *Evening World* prints ten times as many copies as the *Post*." "That may be," said the other, "but for me a notice in the *Post* is worth ten times more than the same in the *Evening World*." This goes to illustrate the supposed value of its quality of circulation.

Some one has said that the *Herald* is "more kinds of a newspaper than any other printed." Mr. Victor F. Lawson, of the Chicago

News and Record, was once heard to assert, "We all have to take off our hats to the New York *Herald*." It is a great paper in every sense of the word—is read by all classes and found pretty much everywhere. There are many persons who think its circulation is not exceeded by any other daily in the city, or in the world; but probably a majority of the best informed might agree to give it third place—although doubtful if it should go quite so high.

The *Evening Journal* has, it is thought, the largest issue of any of the twelve; but even of this there may be some doubt, although the character of its circulation is pretty well established. Its nearest competitor would be the *Evening World*.

The *News* holds its clientele with a persistent grip and has a wonderful prestige on the east and extreme west sides of the city; how many copies it prints nobody knows, but probably not far from a hundred thousand daily.

The *Press* appears to have met with unusual fluctuations. In 1894 it reported an actual average issue of 118,609. This in 1895-6 (no statement furnished) was changed to an estimated issue of exceeding 75,000. In 1897, owing to an apparent unwillingness to give information, a rating in the Directory was omitted. In 1898-9 a doubtful exceeding 40,000 is recorded, with indications that the publisher claimed more, but failed to substantiate the claim. The *Press* is further classed as "a kicker—unfriendly to the objects of the Directory" giving little information and expressing no desire for a rating in the Directory accurate or otherwise. Its present issue is probably not very much less than that enjoyed by the *Evening News*.

PRINTERS' INK is inclined to consider the *Sun* as the all around best paper published. For morning and evening editions combined there are those who believe it has a much larger issue than the *Herald*, and is entitled to third place.

The *Times* is currently reported to be growing in circulation, and there are strong indications that this report is well founded. Its edition, however, is not yet large

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enough to warrant its enterprising publisher in telling the exact facts concerning it.

The *Tribune* certainly is not losing ground in point of influence with its readers. It is doubtful if any other paper in America can equal it in this respect. It would not be surprising to learn that both the *Times* and *Tribune* were entitled to a higher letter rating than either now receives, if the facts could be revealed. The circumstance that the public credits each with a greater circulation than it enjoys is a sufficient reason for withholding a statement of the exact facts. Both papers are in the bulls eye (●)* list already referred to.

The *World* persistently claims a larger circulation than any competitor, and invites investigation, but fails to make definite reports, and the advertiser who accepts its invitation to investigate, and calls for the purpose, is received with scant courtesy. It is generally placed second to the *Journal* in point of number of copies issued.

Nothing further can be added to the latest Directory ratings of these various dailies, which are as follows (all estimated): For the *Herald*, *Morning Journal*, *Evening Journal*, *News*, *Sun*, *Evening Sun*, *World*, *Evening World*, each exceeding 75,000—the highest letter rating obtainable; the *Times* and *Tribune* each exceeding 20,000.

Of dailies in other than the English language, mention should be made of the following to complete the list rated above 20,000: In German, the *Morgen Journal*, exceeding 40,000; the *Staats Zeitung*, *Zeitung* and *Herald*, each estimated to exceed 20,000; and in Hebrew, the *Jewish News* reporting an actual average of 34,810, and the *Jewish Herald* an actual average of 27,687. It is to be noted that the Jewish papers share with the *Evening Post* the distinction of being willing to let the exact facts be known.

Before leaving Manhattan, mention should also be made of these additional dailies, each of which gets in the Directory an average issue of less than 20,000 copies: The *Evening Telegram* from 1895 to 1898, inclusive, was accorded

an estimated issue of exceeding 17,500, but there is no record of any definite information received from its publisher during all that time. So much doubt has been cast upon this rating that in 1899 the Directory editor omitted it entirely. There is a strong impression that if facts were obtainable the *Telegram* would get at least a "B" (exceeding 40,000) rating, and perhaps be rated "A"—exceeding 75,000. Its connection with the *Herald* would, with proper management, enable it to run its sales to a quarter of a million a day. It would be no trick at all to accomplish this. The *Commercial Advertiser* was credited with exceeding 12,500 from 1895 to 1898. Under a new management this paper is steadily advancing in merit and circulation, and if so inclined might show a claim to pretty nearly if not quite 20,000 copies. No evening paper is more attractive to or better liked by the educated, refined and prosperous classes. It is making rapid gains in its hold on the community. The *Mail and Express* is likewise rated as exceeding 12,500. Possibly the next higher letter rating, "D" (exceeding 17,500) would not be an overestimate. The *Post*, *Herald* and *Tribune* are sold for three cents a copy, the *Morning Sun*, *Commercial Advertiser*, *Mail and Express* for two cents, all others one cent.

In New York State outside of Manhattan, nine dailies get credit for actual average issues of more than fifteen thousand copies. They are: *Albany Times-Union*; *Brooklyn Eagle*; *Buffalo Courier, Enquirer, Evening News* and *Times*; *Rochester Democrat and Chronicle*, *Union and Advertiser*; and *Syracuse Herald*.

The *Albany Times-Union* is an evening paper having four regular editions. Their combined issues averaged, in 1896-7, 21,110; but since then the publisher has been reticent—sending for Directory use incomplete reports which appear to justify the latest estimate of exceeding 17,500 in 1899, but not so much as 20,000. There has been a pretty general "shake up" among Albany dailies in the last ten years, and a corresponding

change in circulation; but the *Times-Union* is apparently ahead.

The *Brooklyn Eagle* has a field peculiar to itself, and covers it well. It is a necessity in every well regulated Brooklyn family, and "out on Long Island," from end to end, the one paper best read and most generally believed in. It is found in the bulls eye list(●)* and is an earnest exponent "of everything that is clean and refined in modern journalism." But the *Eagle* makes a mistake in failing to furnish the necessary facts for an accurate circulation rating. Since 1896, when it reported an issue of 29,000, it has maintained a dignified silence, and from an estimate of exceeding 20,000 in 1897-8, the Directory is equally silent in 1899. PRINTERS' INK believes the *Eagle* would "preserve its dignity" all the more if it would be communicative in this very essential particular. Its actual issue is doubtless more than 30,000, and less than 40,000, and its principal reason for withholding the exact figures may be found in the circumstance that most advertisers credit it with a larger issue than it does in fact enjoy. It is so good a paper that if its sales were cut in two and its advertising rates doubled it would still pay its advertisers much better than a majority of papers do.

Buffalo is well supplied with dailies. The *Evening News* has an undoubtedly greater circulation than any other daily in the State, outside New York City. Its actual average for the year ending with June last, was 65,001. Then comes the *Courier*, established in 1828—one of the old time substantial State journals which has kept pace with modern ideas and improvements, reporting an average issue for the year ending with September, 1898, of 55,001. An evening edition of the *Courier* is called the *Enquirer*, and for the same period named above its average issue was 36,462. That no later report has been received from these two papers may be due to oversight, but it tells against them from a reviewer's standpoint. The *Evening Times* follows after the *News* and *Courier*, in number of copies issued—showing an actual average during 1898 of 39,287. All

Buffalo dailies named above are sold for one cent a copy.

The Rochester *Democrat and Chronicle* and the *Union and Advertiser* have, so far back as recollection extends, been the best regarded papers in that city. The *Union and Advertiser* is said to be the oldest daily newspaper in the United States west of the Hudson River, but the *Democrat and Chronicle* was established as the *Democrat* in the same year as the *Union*. The *Democrat and Chronicle* reported an average issue for the year ending with September, 1899, of 29,854; and the *Union and Advertiser* reported for 1898 an average of 23,203. Both papers are sold for two cents a copy.

The *Syracuse Evening Herald*, from an average issue of 16,703 in 1895, pushed steadily ahead to 29,583 in 1898. It is the only afternoon daily in Syracuse which is a member of the Associated Press.

In conclusion, mention should be made of the two remaining dailies in New York State given an issue in actual figures, from publishers' detailed statements, of over ten thousand copies. They are: *Binghamton Leader*, 12,059; *Utica Press*, 10,013.

WEST VIRGINIA DAILIES.

In the December issue of the American Newspaper Directory for 1899 three daily papers in West Virginia get credit for probable average issues of more than two thousand copies. They are all in Wheeling: The *Intelligencer, News* and *Register*. Each presents a fairly good appearance but there seems to be no special importance attached to any of the three. The one distinguishing characteristic in which all agree is an entire failure to furnish reliable data as to number of copies issued. This appears to indicate that the Directory's estimated circulation—the same throughout—of exceeding 2,250, is probably higher than a publisher's detailed report (if given) would show. The ratings have remained unchanged for years. West Virginia is, perhaps, not a prolific field for good dailies.

NEWSPAPER STATISTICS.

In the December issue of the American Newspaper Directory for 1899 are catalogued and described 22,047 different newspapers and periodicals. Allowing a fair interpretation to the circulation ratings indicated by letter, the total output each issue of these combined publications is not far from fifty-six millions. Nearly one-tenth of the whole number and one-fourth of the entire circulation is credited to New York City and State. New York has double the circulation of all New England, and nearly as much as Pennsylvania, Illinois and Missouri combined. In number of publications Illinois is second, followed closely by Pennsylvania, and then come Ohio, Missouri and Iowa. But in number of copies issued Pennsylvania leads Illinois, Ohio is ahead of Missouri, which is closely followed by Massachusetts. There is some reason for believing that Maine should have a place before the last named State, although a failure of two or more publishers to report their actual issues during the last year leaves the matter in doubt. Rhode Island, with 62 papers, has more circulation than Oregon with 204. California with 698 papers leads Michigan with 808. The number of publications in our more recently acquired territories is represented in each case by seven. The seven in Alaska get credit for over 4,000 copies per issue; those in Puerto Rico, over 15,000, and those in Hawaii over 5,000. Alaska and Nevada alone have no one publication issuing as many as 1,000 copies.

The total number credited with 1,000 or more copies per issue is 5,683—about one-fourth of the entire catalogue—but they have a combined circulation of forty-six million copies, leaving about ten million copies to be divided among the remaining 16,364. It is interesting to note a decided increase in the number of exact circulation statements giving actual average figures during the past year. Such statements now represent over twenty-five millions of circulation, or considerably more than one-half of the

entire output of the 5,683 publications indicated above.

The dailies number 2,229, with a total output per issue of nearly ten million copies. Pennsylvania has more dailies than New York, but those in New York print the most copies—indeed, the daily output in Illinois is larger than in Pennsylvania. Missouri comes next, and then Ohio.

As in the general review already made it is shown that the bulk of circulation is held by comparatively few papers, so in considering dailies similar results are apparent and will hold true of all other classes. To 894 dailies—all credited with an issue of 1,000 or more—is given an output of nearly nine million copies, thus leaving for the remaining 1,335 only 801,000 copies.

A general summary for the United States alone, from the Directory, based upon above conclusions, would be about as follows:

2,120 dailies.....	9,330,930	Circul'n.
15,078 weeklies....	26,675,502	"
2,863 monthlies...	15,664,950	"
1,118 (all others)...	3,620,400	"
21,179	55,291,782	

PATENT LAWYERS.

Chicago lawyers making a specialty of patent litigation are on the threshold of a crusade against certain of their brothers who violate the ethics of the profession by advertising. Recent flagrant instances of so-called unprofessional methods indulged in by some of the well-known patent specialists of the local bar have aroused those to whom the old customs are sacred, and they propose discovering some way in which the practice can be stopped. Although the campaign is as yet unformed, it is a question of only a short time until definite action will be taken. Suggestions for restricting advertising through rules enforced by the Patent Bar Association are favored, but are met with the objection that it would be difficult to draw the line between patent lawyers who litigate patents and patent solicitors who solicit them. Both classes are eligible to membership in the association, and it is generally conceded that it is no breach of the proprieties for a solicitor to advertise.—*Chicago (Ill.) Post*, Jan. 29.

NEXT TO NEW COPY.

Next to furnishing new copy, it is a good plan to instruct the newspaper man to reset the ad every day or so or every week, and change the ad to another position in the paper.—*The Advertiser*.

It's a good thing to have an extensive vocabulary, but it is not good to use it all in one advertisement.—*New England Grocer*.

NEWSPAPER AND PERIODICAL CIRCULATION.

Estimated from American Newspaper Directory,
December, 1899.

States.	Papers Above 1,000 Cir'n.	Combined Circul'n.	Papers Below 1,000 C'n.	Combined Circul'n.	Whole Number.	Total Circul'n.
Alabama	37	93,935	195	117,000	232	210,935
Alaska	—	—	7	4,200	7	4,200
Arizona	3	8,870	49	29,400	52	38,270
Arkansas	31	68,483	228	136,800	259	205,283
California	143	1,192,740	555	333,000	698	1,435,740
Colorado	52	302,412	266	159,600	318	462,012
Connecticut	71	211,554	126	75,600	197	287,154
Delaware	14	45,161	28	16,800	42	61,961
District Columbia..	31	527,349	46	27,600	77	554,949
Florida	13	42,818	155	93,000	168	135,818
Georgia	65	354,524	307	184,200	372	538,724
Hawaii	2	2,200	5	3,000	7	5,200
Idaho	3	4,889	71	42,600	74	47,489
Illinois	510	4,505,548	1,222	733,200	1,732	5,238,748
Indian Territory...	2	2,200	77	46,200	79	48,400
Indiana	194	734,097	657	394,200	851	1,128,297
Iowa	277	877,934	814	488,400	1,091	1,366,334
Kansas	110	364,526	614	368,400	724	732,926
Kentucky	90	428,266	227	136,200	317	564,466
Louisiana	33	152,698	150	90,000	183	242,698
Maine	63	2,154,537	116	69,600	179	2,224,137
Maryland	63	366,950	141	84,600	204	451,550
Massachusetts	269	3,102,480	372	223,200	632	3,325,680
Michigan	200	1,059,602	608	364,800	808	1,424,402
Minnesota	128	1,121,007	520	312,000	648	1,433,007
Mississippi	19	27,034	207	124,200	226	151,234
Missouri	248	2,977,908	845	508,800	1,096	3,486,708
Montana	22	55,320	70	42,000	92	97,320
Nebraska	59	573,955	555	333,000	614	906,955
Nevada	—	—	29	17,400	29	17,400
New Hampshire....	44	101,224	65	39,000	109	140,224
New Jersey	105	315,949	287	172,200	392	488,149
New Mexico.....	2	4,004	48	28,800	50	32,804
New York	902	12,224,312	1,164	698,400	2,066	12,922,712
North Carolina....	41	73,213	221	132,600	262	205,813
North Dakota.....	16	33,882	133	79,800	149	113,682
Ohio	420	3,583,864	813	487,800	1,233	4,071,664
Oklahoma	35	36,630	94	56,400	106	93,030
Oregon	35	129,541	169	101,400	204	230,941
Pennsylvania	503	4,785,514	945	567,000	1,448	5,352,514
Puerto Rico.....	2	12,650	5	3,000	7	15,650
Rhode Island.....	26	210,608	36	21,600	62	232,208
South Carolina....	23	53,616	89	53,400	112	107,016
South Dakota.....	26	54,570	237	142,200	263	196,770
Tennessee	73	465,049	227	136,200	300	601,249
Texas	125	366,434	709	425,400	834	791,834
Utah	17	74,315	59	35,400	76	109,715
Vermont	30	61,543	48	28,800	78	90,343
Virginia	62	194,455	196	117,600	258	312,055
Washington	41	146,302	183	109,800	224	256,102
West Virginia.....	29	48,940	164	98,400	193	147,340
Wisconsin	132	592,690	553	331,800	685	924,490
Wyoming	1	1,100	44	26,400	45	27,500
Total	5,410	44,839,382	15,754	9,452,400	21,164	54,291,782
Canada	271	1,550,875	604	362,400	875	1,913,275
Newfoundland	2	2,200	6	3,600	8	5,800
Total	5,683	46,392,457	16,364	9,818,400	22,047	56,210,857
5,683 publications issue.....					46,392,457 copies.	
16,364 publications issue.....					9,818,400 copies.	
22,047					56,210,857	

➡ READ ARTICLE "NEWSPAPER STATISTICS" ON OPPOSITE PAGE IN
CONNECTION WITH THIS TABLE.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., II.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

DELAWARE.

Wilmington (Del.) *Every Evening* (1).—The actual daily average circulation for the month of January, 1900, was 9,206. *Every Evening* guarantees this to exceed the combined daily circulation of any other two daily newspapers in Delaware.

Wilmington (Del.) *Morning News* (2).—There is no better way of getting at the worth of a newspaper as an advertising medium than by comparing its advertising business with that of other newspapers published in the same field, and by consulting the regular newsdealers and newsmen as to which paper sells the best. It is proof conclusive that the paper selling the best is the one that the people want, and the one that the advertiser wants. The newsdealers and newsmen of Wilmington, Delaware and vicinity sell more copies of the *Morning News* daily than all the other daily papers of Wilmington combined. This is a strong assertion, but we invite an investigation or will furnish a sworn statement of this account to any advertiser so desiring.

INDIANA.

Evansville (Ind.) *Demokrat* (1).—Was established in 1864, and commands a daily subscription list larger than any other German paper in the State. The *Weekly Demokrat*, which is issued twice a week, has a circulation, acknowledged even by its competitors, to be the largest in the State. It has also a large circulation in the adjoining States of Kentucky and Illinois, and reaches many towns in the South by railroads and river, and has been proven to be one of the very best advertising mediums in the State of Indiana. The *Demokrat* is the only daily German newspaper published in Evansville, a city of over 75,000 population. Advertising agents who desire to do justice to their clients, and advertisers who expect to reach all the people of this section, cannot get along without the *Demokrat*. The best of results cannot be obtained in this section without having your advertisement in this paper. The reason is a simple one. Evansville is more than half German and the country surrounding is more so. Rates are low in proportion to circulation and value as a cover for this field, and advertisers who

know their business always have the *Demokrat* on their list.

KANSAS.

Topeka (Kas.) *Daily Capital* (1).—Is the only morning paper published at Topeka, the capital of the State and a wide-awake, growing city of 45,000 people. In addition to covering the local field the *Daily Capital* reaches all the smaller cities of the State. It makes a specialty of Kansas news and prints more than double the amount published by any other paper. Located at the capital, it is enabled to report in detail the proceedings of the Legislature and all the political, religious and fraternity conventions which assemble there, as well as the official happenings at the capitol. The *Capital* owns and controls the exclusive morning franchise of the Associated Press for this city, and has a corps of 200 special correspondents, covering every section of Kansas. The *Daily Capital's* circulation is among the intelligent and successful classes of the State. It has a field exclusively its own, and no advertiser can reach its clientele except through its columns.

MAINE.

Bath (Me.) *Times* (2).—Bath is enjoying a period of unusual prosperity by reason of the building of government light ships, torpedo boats, barges, etc. Contracts now on hand are giving employment to nearly 2,000 mechanics at good wages and our local merchants are enjoying a good trade and as a consequence the columns of the *Times* are in demand by both local and foreign advertisers. Within the past year contracts were closed by Bath shipbuilders for new ships, etc., amounting to over three million dollars. Fully one-third of this amount will be paid for labor. "Where money circulates" is a good place for advertisers to purchase circulation.

MASSACHUSETTS.

Boston (Mass.) *Golfer* (1).—The *Golfer* enters upon its seventh year, having been born to the journalistic world in 1894. It is the pioneer golf publication in America, and is the official organ of the various golf associations. Despite the fact of its recent increase in size to 68 pages of the large size 10 by 14 inches, nearly double the size of the ordinary magazine, it will not be increased in price, but remains at one dollar for one year.

Worcester (Mass.) *Spy* (3).—The average circulation of the Worcester daily *Spy* during December was over 7,000. The daily average circulation of the *Spy*, exclusive of both Sunday and weekly editions, for the week ending Jan. 20, was 7,116, of which over 6,000 were delivered by our own carriers or

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

sold by newsdealers in this city and county. Our books show a steady increase especially in new subscriptions. Any other proof required by advertisers will be furnished to show that our new advertising rates are justified by the number and character of the readers of the *Spy*. Advertisers can reach most of our readers through no other newspaper.

MISSISSIPPI.

Vicksburg (Miss.) *Herald* (2).—The Vicksburg *Herald* and the Natchez *Democrat* are the only two papers in the State that take the full Associated dispatches, and the *Herald* is the only paper that prints all of them. The *Herald* is the only paper in the State that uses the Mergenthaler typesetting machines, whereby all the news of the day is printed up to the hour of going to press, 3 a. m.

MISSOURI.

Joplin (Mo.) *News* (3).—The *News* is the best advertising medium in Joplin because it reaches more people in Joplin than any other paper.

NEW JERSEY.

Bayonne (N. J.) *Herald* (2).—The *Herald* is now in the thirty-third year of its publication, is the leading paper of the city, unsurpassed in quality and quantity of circulation and therefore the best advertising medium. Average circulation for 1899, 1,554 copies. Its advertising rates are based upon its ability to produce business for its advertisers.

NEW YORK.

Batavia (N. Y.) *News* (1).—Is known to advertisers and publishers throughout the United States as the daily paper having the largest circulation of any daily published in a town of less than 10,000 population. The average circulation during 1899 was 5,402; average for December, 1899, 5,708. The *News* covers its field completely, reaches all the people in its territory, and charges for advertising on the basis of proved circulation at a rate no higher pro rata than the great dailies of the larger cities. As an advertising medium, it is effective and economical.

New York (N. Y.) *Tobacco Leaf* (1).—The *Leaf* is the oldest, largest and most widely circulated paper in the trade. Published every Wednesday, it goes to every nook and corner of the United States and Canada, and reaches every quarter of the globe. It is the only tobacco journal which covers thoroughly every branch of the trade, and is, therefore, read with more care and deeper interest than any of its contemporaries. Ever since its establishment, in 1864, the trade has given the paper a liberal support and there is abundant voluntary testimony to the fact that it brings satisfactory and profitable returns. Knowing the value of space in the *Tobacco Leaf*, the publishers are anxious that those who use the paper should get every dollar out of it that can possibly be secured.

Niagara Falls (N. Y.) *Journal* (1).—Was established in 1853. It is the official paper of Niagara County and is the best advertised and the best known newspaper in Niagara County. It has the largest paid circulation of any weekly published in Niagara County, and its circulation is increasing every

week. It is the best advertising medium in Niagara County, which is the richest fruit growing section in the United States. It is published at the Hub of the Scenic Universe and the Greatest Power Center in the world.

OHIO.

Cincinnati (O.) *American Israelite* (2).—Is the oldest Jewish newspaper in the United States, as well as the most largely circulated and most influential. It has been edited continuously since 1854 by the well known Rabbi, Isaac M. Wise. Used in combination with the Chicago *Israelite*, it covers the entire Jewish field. It goes into the homes of nearly all of the well-to-do Jewish families in the United States and Canada.

Cleveland (O.) *Leader* (2).—The amount of white paper used in printing the *Leader* during 1899 was 3,020,560 pounds. Average daily circulation for year 1899 was 58,814 copies. Average Sunday circulation for year 1899 was 38,545 copies.

Cleveland (O.) *Plain Dealer* (2).—The regular paid circulation of the daily *Morning Plain Dealer* in the city of Cleveland and its suburbs is now larger than the combined circulation of the daily *Morning Leader* and the *Leader's* afternoon edition, the *Evening News* and *Herald*. The regular paid circulation of the daily *Morning Plain Dealer* in Cleveland and its suburbs is over three times greater than that of the daily *Morning Leader*. The regular paid circulation of the daily *Evening Plain Dealer* in this city and its suburbs is larger than that of the daily *Morning Leader*. The regular paid circulation of the *Sunday Plain Dealer* in this city and suburbs is greater than that of all other Sunday newspapers combined. The regular paid circulation of the daily *Morning Plain Dealer* in the city of Cleveland and its suburbs is now larger than the combined circulation of the daily *Morning Leader* and the *Leader's* afternoon edition, the *Evening News* and *Herald*. The regular paid circulation of the daily *Morning Plain Dealer* in Cleveland and its suburbs is over three times greater than that of the daily *Morning Leader*. The regular paid circulation of the daily *Evening Plain Dealer* in this city and its suburbs is larger than that of the daily *Morning Leader*.

Springfield (O.) *Press* (2).—The *Press* circulation during January, 1900, shows a net gain of 411 over the preceding month. The Sunday issue averaged 6,584. Fully five-sixths of this circulation is delivered by carriers to residences. During the month ending December 18th, the *Press* carried 945 more inches of local advertising than its three competitors, the *Sun*, *Democrat* and *Gazette* combined. Our rate per inch per insertion is exceedingly low.

Zanesville (O.) *Times Recorder* (1).—The best and most local news makes the *Times Recorder* the favorite daily newspaper in Southeastern Ohio. Associated Press telegraph and cable news service, Mergenthaler linotype machines, perfecting newspaper press. All mechanical and other equipments modernized and strictly up-to-date, in our own building, lighted by our own electric light plant, and heated by our own steam plant.

A CHURCH IN STREET CARS.

BOSTON, Mass., Feb. 5, 1900.

Editor of PRINTERS' INK:

An innovation in street car advertising is put out by the First Universalist Church of Roxbury, for the purpose of bringing the church to the notice of the public. On the street car lines running near the church cards have been placed in the advertising racks bearing the following:

HAVE YOU A CHURCH HOME?

Roxbury Universalist Church,
Buena Vista Street,
(Rev. F. W. Hamilton, D. D.)

TEACHES:

Fatherhood of God. Spiritual leadership of Jesus. Certainty of just retribution for sin. Final harmony of souls with God. Trustworthiness of Bible as containing revelation of God.
Sunday morning, Sunday evening,
10.30. 7.30.
You will be made welcome.

The First Universalist Church is one of the oldest parishes in Roxbury, its organization dating back to 1820. Its pastor, Dr. Hamilton, is a graduate of Tufts College and Tufts Divinity school. In the pulpit he is a vigorous preacher. In talking to a reporter about the new plan he said the advertising had caused a good deal of comment and that it was adopted simply as a business principle. "So far as I know," he said, "this is a new idea, but we must realize that conditions have changed in the past fifty years and that the churches are not likely to be very widely known unless they make themselves known. There is nothing sensational in our pulpit or outside of it, nor do I think that this sort of advertising is a leaning in that direction. We do believe, however, in legitimate advertising and what kind could be more effective than to place a card in the street cars that pass in the immediate vicinity of the church?" F. N. W.

CALLS IT TOMMY ROT.

Office of
ALFRED E. ROSE,
Treas. the J. C. Ayer Co.,
LOWELL, Mass., Feb. 12, 1900.

Editor of PRINTERS' INK:

PRINTERS' INK is told by a person who should know, that the appropriation made by the J. C. Ayer Company, for using the double decker pages in the New York Journal and San Francisco (Cal.) Examiner every other Sunday for a year, consumes about one-fifth of the entire Ayer appropriation for newspaper advertising for the year.—[PRINTERS' INK of Feb. 7th.]

And now PRINTERS' INK is told by "one who knows," that the above statement is all "tommy rot."

ALFRED E. ROSE, Treas.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that day in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

HE THINKS THEM EXCELLENT.

NEW YORK, Feb. 5, 1900.

Editor of PRINTERS' INK:

Passengers on the "L" roads in New York cannot fail to notice the hundreds of spaces along the line, at about eye-level for passengers. The spaces are usually between the second and third stories of stores and private dwellings, over the top of the second story window, and under the sill of the third story windows. The depth of these spaces is a little less than three feet, as a rule, and the length of them varies according to the width of the particular building. The most striking signs now occupying these positions are those of Bass' Ale, with a red pyramid on a black ground at each end of the sign. D. H. McAlpin & Company are also users of these spaces, as are also the Garfield Tea people. I understand that all these available spaces on the route of the various lines have been pre-empted by the Gude Company. It is only when you begin to notice these signs in numbers that you realize what excellent spaces they occupy. The great secret is the eye-level—to see the sign requires absolutely no effort—no shifting of the gaze upward or downward. It was quite a bright idea in whoever was the first to see the remarkable value of these positions. I would rather have a sign this size in these positions than one twice or three times the size in a more elevated or depressed location. Sitting in the cars one cannot avoid seeing the signs, just as much, if not more, than he notes the cards in the cars themselves. R. E. G.

ANOTHER ADMIRER.

182 Fifth Avenue,
NEW YORK, Feb. 10, 1900.

Editor of PRINTERS' INK:

I read PRINTERS' INK carefully every week from "start to finish." Advertisements and all. It certainly is a very interesting, instructive and useful journal. It will benefit every advertiser to be a subscriber. With kind regards,
Yours sincerely, WM. HAGAR.

DISTRIBUTED.

According to the Coventry Standard the following inscription exists on a tombstone in St. Michael's Churchyard in that town:

Here lies enter'd
The mortal remains of
JOHN HULM,

Printer,

Who, like an old worn-out Type,
Battered by frequent use, reposes in the
Grave,

But not without a Hope
That at some future time

He might be cast in the mould of
Righteousness,

And safely locked up in the chase of
Immortality.

He was distributed from the board of
Life

On the 9th day of Sept., 1827.

Aged 75.

Regretted by his employers, and
Respected by his fellow artists.

J. Hulm was upwards of sixty years
A compositor on the
Coventry Mercury.

—London Edition Printers' Ink.

AMERICAN DISPLAY AT THE
PARIS EXPOSITION.

More than 7,000 American exhibitors had accepted space at the Exposition at the beginning of the new year, and the exhibits, while largely of a commercial character, will also include displays classified as exhibits in agriculture, mines, literature, science, fine arts, schools, colleges, etc. All the exhibits will be of a thoroughly practical character. The corn exhibit is a case in point. In this exhibit the visiting millions will be given lessons in the American methods of converting corn into the numerous palatable dishes in favor throughout the United States, particularly in the Western and Southern commonwealths. Corn kitchens will be in full operation, where visitors can feast freely on corn cakes swimming in maple syrup, and there will be the breakfast corn pone, the dinner corn pudding, the supper cornmeal mush and milk, the corn hockakes and corn-flour bread and every other dish into which corn enters as the principal ingredient.—*Keystone.*

THEATRICAL.

There is one theater in Rochester that uses no posters or window lithographs and does all its advertising through the newspapers. It is the most popular theater in the city. Its average weekly attendance probably equals the average weekly attendance of the three other theaters in Rochester taken together. We do not say that this is so because this theater does all its advertising in the newspapers. But we do assert that the act proves conclusively that the manager loses nothing by not "billing," although he is in competition with three rival managers all of whom "bill" extensively and expensively. Every dollar spent by this manager on poster advertising would obviously be a dollar thrown away.—*Rochester (N. Y.) Democrat and Chronicle.*

TO CATCH TRADE.

The Jobbers' and Manufacturers' Association has had prepared 15,000 invitations, handsomely designed, which its members, aided by the Commercial Club and retailers, will mail to every point in Nebraska, Iowa, Missouri, Kansas and South Dakota, within a radius of 300 miles of Omaha. The invitations are to the merchants of the various towns and extend a request for the honor of a visit to this city. To cause acceptance the statement is made that the merchant's railroad fare will be paid to Omaha and return and that he will be entertained at one of the leading hotels without expense. The only condition is that each merchant shall purchase while in the city a bill of goods to a certain amount.—*Jewelers' Review.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—A weekly newspaper in a good Western country town by a man of many years' experience. Address "R. I.," Printers' Ink.

FOREMAN—To take charge of composing room of New York State daily, give age, experience and references. Address "MORNING," care Printers' Ink.

WANTED rates for 1 to 3 in. ad for 1 year; will pay in preferred stock of a guaranteed 16 per cent improvement company. J. B. CLARK, Port Arthur, Tex.

HAVE you brains? Wish to part with same? Have good thing advertiser may want on side. Address, with experience, "W.," Box 173, Jenkintown, Penn.

HALF-TONES (quality guaranteed), one col. \$1; 1/2 doz. \$5. Two col. \$2; 1/2 doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

ADVERTISING man, with ten years' experience as manager of a large mail-order business, desires a position; highest recommendations. Address "F.," this office.

WANTED—A good, honest, practical man to edit and manage a daily paper in country town of about 10,000 inhabitants. Address H. E. MATHEWS, 4245 Viola St., Philadelphia, Pa.

WANT agents' articles; nothing but legitimate specialties from mfrs. considered; send information and samples; look us up in Bradstreet's. PETTIBONE BROS. MFG. CO., Cincinnati, O.

WANTED—Will pay well and furnish plenty of work to party who can write medical advertisements to suit. Particulars furnished on application. "G. A. S.," 705 Boyce Bldg., Chicago.

WE need in exchange for new machinery several Fairhaven cylinder presses. Write at once, with full particulars as to age, price, etc. GOLDING & CO., 78-80 W. Jackson St., Chicago.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 15 Cedar St., Springfield, Mass.

AM writing advertising that is bringing results, but want to change for chance to show more ability. Can take full charge of medium size dept. store or as assistant to general advertiser; good recommendations. Address "RE-SULTS," care Printers' Ink.

COMPETENT advertising manager, who has been general advertiser eight years, seeks position; reasonable salary expected (but it must be reasonable). Present employer—leading Philadelphia—will give unequalled recommendation as to every essential. "N. W.," care Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10. in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

MAILING MACHINES.

DAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

BILLPOSTING AND DISTRIBUTING.

THE "best" distributing in this section. For terms address F. E. BRIGGS, 191 Kempton St., New Bedford, Mass.

POSTAL CARDS.

USE many postals! We print them for ten cents per thousand. Write us. FINK & SON, 4th and Chestnut Sts., Phila.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

The
Classified Advertising
in

PRINTERS' INK

is Profitable
and Cheap.
Costs only 25 cents a line.

STOCK CUTS.

HALF-TONE STOCK CUTS. Send stamp for sample sheet. THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

PRESS CLIPPINGS.

THE MANHATTAN PRESS CLIPPINGS (Arthur Cassot, mgr.), No. 2 W. 14th St., N. Y. Trade journals; personal items; ads a specialty.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 666 Broadway, N. Y.

WESTERN NEWSPAPER CHANCE.

DEMOCRATIC daily in Minnesota, doing business of \$17,000, having plant worth \$6,000, can be bought for \$16,000 on easy terms. References required. E. P. HARRIS, 150 Nassau St., N. Y.

DAILY PAPER FOR SALE.

THE control of a good Republican paper in New York can be obtained by a man with \$6,000. If this does not fit you we have others that will. References required. **EMERSON P. HARRIS**, 150 Nassau St., N. Y.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the **LEDGERETTE** in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PHOTO-ENGRAVING taught in two weeks for \$25 in practical manner, including all formulas. **D. C. BITTER**, 67 Washington St., Chicago.

"THERE is nothing as attractive in an advertisement as an appropriate illustration."—**Printers' Ink**. Send me your ad and I'll make the "appropriate" illustration." **G. S. SNELL**, 29 W. 104th St., New York.

BOOKS.

1900 BLUE BOOK. Over 6,000 names. Price \$3. 371 Fulton St., Brooklyn, N. Y.

POINTS Frequently Overlooked, 13c., postpaid. **MONITOR CO.**, Publishers, Cincinnati, Ohio.

NO label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 300 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. **G. E. SWIZEY**, with Brotherhood Wine Co., N. Y. City.

WE have issued a book called "Specimens of Printing," containing forty-nine specimens, advertisements, letter-heads and cards set in the most attractive manner we know how. It will appeal to advertisers and advertisers generally because we have told the stories in an individual way and have used brains in the typesetting. The book will be sent on receipt of 50 cents. Address **THE KEYSTONE PRESS**, Portsmouth, Ohio.

NEWARK, NEW JERSEY, Feb. 7, 1900.
PRINTERS' INK, New York.

Gentlemen—Will you kindly send me a copy of "PRINTERS' INK," and also advise where I can get the addresses of advertisement writers, and oblige,

Yours truly, **FARSHAM.**

Advertisement writers who seek business advertise in **PRINTERS' INK**.

ADVERTISING MANAGER WISHES A CHANGE.

A GENTLEMAN of exceptional literary and executive ability, now holding a position as advertising manager with a large wholesale house, desires a change. Has traveled considerably and is thoroughly cosmopolitan. Highest references as to character, habits and abilities. Address, in strict confidence. "SUCCESSFUL," care of J. WALTER THOMPSON CO., Times Bldg., N. Y.

FOR SALE.

400 CUTS 9x7, 6x8, mostly women, landscapes, Oriental subjects, suitable cover designs. Bargain! Address **SHIELDS**, P. O. Box 317, New York.

FOR SALE—Whole or part interest in old-established woman's household magazine. Bargain if sold at once. "P. A. C.," 1827 Michigan Ave., Chicago.

FOR SALE— $\frac{1}{4}$ interest in a child's magazine; circulation 12,000 in every county of U. S. and Canada. I shall travel for some time and don't want to be bothered with business. Address "X. Y. Z.," care **Printers' Ink**.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

WOODYTYPE—A large assortment, consisting of 70 fonts, from 3 to 40 line, in good condition. The whole or in lots (entire fonts) will be disposed of cheap for cash. Send for sample sheet. Also 2 Stonemets pot folders, book—16 & 32 pp., size of sheet 8x10—1 old-time Chambers folder 16 pp., with paste, size of sheet about 30x40. **RICHARD K. FOX SHOW PRINTING HOUSE**, Franklin Square, N. Y.

ADVERTISING NOVELTIES.

NOVELTY Ad Folders. Write to **CHICAGO ENVELOPE CLASP CO.**, Niles, Mich.

TRICYCLE wagons for merchants, \$40; lettered to suit. **ROADSTER SHOPS**, Camden, N. J.

STICKERS and lab ls for advertising and other purposes. **HAEDRICH**, 115 Sands St., Brooklyn, N. Y.

ANTISEPTIC Whisk Brooms are original and unique ad novelties. They are used every day, and are therefore appreciated. **ANTISEPTIC BROOM CO.**, Savannah, Ga.

WOOD FAN HANDLES are manufactured by **HANLON BROS. PAPER & MFG CO.**, Barnesville, O. Large users of, dealers in and printers of paper fans should write them.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas plyers. **GEO. W. BARTLEY**, patentee, 134 E. Van Buren St., Chicago.

FREE TO ADVERTISERS. I will give 500 puzzle novelties with advertisement neatly printed on, to any advertiser suggesting the most desirable name for the latest, best and cheapest advertising novelty yet produced. Sample and full particulars for three two-cent stamps. **CHAS. H. FRYER**, "Resultful" Advertising, 540 Elliott Square, Buffalo, N. Y.

During week February 5 to 10th 40 replies were received in response to 6 classified advertisements appearing in **PRINTERS' INK** issue of January 31st, addressed with a key name care of **PRINTERS' INK**.

ADDRESSES AND ADDRESSING.

VIRGINIA Teachers' Directory. Address J. S. GRUVER, Reliance, Va.

NAMES and addresses furnished, or advertising matter addressed and mailed. F. E. BRIGGS, 191 Kempton St., New Bedford, Mass.

13,000 SELECT names and addresses of prosperous Georgia farmers. Mail-order men, make me an offer for them. C. I. STACY, Macon, Ga.

3,400 SELECTED names of well-to-do buyers in small towns in Oregon, Washington, Montana, Idaho, received in December and January. Printed slips ready for mailing machine, 6c. THE GOLDEN WEST PUBLISHING CO., 319 Fidelity Bldg., Tacoma, Wash.

WE are making rubber stamps and have 5,000 names and addresses which we will sell to any one not in same business for \$1 per 1,000, or \$5 for 5,000. This is a gilt-edge list, and if you are mailing out circulars you will find this list better than any other. We can mail 5,000 or less of your circulars (6x9) for \$1 per 1,000 with ours. Larger circulars in proportion. WINBURN RUBBER STAMP WORKS, Winburne, Pa.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union, also in every Province of Canada. Rates: 15 cents a line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,083 weekly, among wealthy ranchers; growing rapidly; 3c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue. Three hundred regular advertisers. DANIEL T. MALLETT, Publisher. Broadway and Murray St., New York City.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 360 inches; 30 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

RICHMOND PARK, SCRANTON, PA.

Feb. 7, 1900.

Messrs. G. P. ROWELL & Co., New York. Gentlemen—Will you please forward me a copy of PRINTERS' INK, and if there is any charge I will remit you as desired. I wish to find out from it the names of the best houses from which to obtain good and original ads. Yours truly,

ACT. LAW.

The classified advertising columns of PRINTERS' INK solve the riddle for advertisers.

RUBBER STAMPS.

RUBBER STAMPS for business men. Send for cat. RUB. STAMP WORKS, Broken Bow, Neb.

ADVERTISEMENT CONSTRUCTORS.

MISS WOODLE makes special offer. 6 Wall St., New York.

ONE ad \$1. Booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

ADS that talk sense to every-day people. I've learned how by hard knocks and long experience. JED SCARBORO, Brooklyn, N. Y.

AD EDITING or designing; four small ads \$1. Graduate printing office. Specialty, designing unique advertising matter. WALTER J. DRAPEL, Ad-torney, Fulton, N. Y.

SOMETHING of special interest to adv'g managers of daily newspapers regarding non-adv'g business men of your town will be mailed free upon request. "BUSINESS PROMOTERS," 48 S. 9th St., Columbus, O.

USE small space! If you spend \$10 a week, my monthly service, \$10 a month, will make your space stand right out; brings results for others, ought to for you. GEO. H. HAYWOOD, 9 Amity St., New London, Conn.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 109 W. Madison St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

OF those two leash-mates I find "Holdfast," much the most reliable on "new game" for the reason that he is a "still hunter." Samples of my work seem to promise best in seeking to extend my clientele. I cheerfully send these to those whose communications suggest possible business. A postal card in reply to this is simply one cent astray. FRANCIS I. MAULE, 403 Sansom Street, Phila. Commercial literature of all kinds.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

THE HEYWOODS of Philadelphia is one concern of very few, whose president and active manager has had practical experience in the lines of business from which they particularly solicit printing. The twenty years' experience of their president as a railway executive, promoter of industrial enterprises and cities, advertising agent and newspaper publisher is invaluable to them in the writing, designing, printing and engraving of commercial literature. Their work in this line is peerless, unapproached and unapproachable. Estimates, etc., may be had by addressing THE HEYWOODS (Frank A. Heywood, president), 112 N. 12th St., Philadelphia.

BUFFALO, N. Y., Feb. 9, 1900.

PRINTERS' INK, New York, N. Y.

Gentlemen—Refer to the advertisement for type foundry advertising in column 2, page 23, No. 6, Vol. XXX, why do you not come direct to the point in your argument for the advertising of type in PRINTERS' INK? You preach the gospel of advertising to consumers. Does not all the argument for advertising commodities to consumers, rather than through trade journals to dealers, apply to your advertising of type in PRINTERS' INK? PRINTERS' INK is to the type founder a medium for reaching the public that consumes his goods. Pardon the suggestion. Sincerely yours,

D. D. MARTIN, Sec. Larkin Soap Co.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEB. 21, 1900.

THE edition of **PRINTERS' INK** for the issue of February 14th was 21,930 copies.

WHERE a one-half inch ad would bring a dozen replies, a ten-inch ad will often bring a thousand.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

"THE critics have treated the play unsparingly." "I know; but I saw the play before I read the criticisms, and I didn't know that I ought to avoid liking it."—*Brooklyn Life*.

Many advertisements and advertising methods that are really excellent under certain circumstances are not used because they have been given a bad name. The most successful advertisers have usually been men who adopted ideas and methods that had been deemed impracticable until the newcomer demonstrated that success could be secured by their means. It is a good plan to harness the advice of others into one's service; but a poor plan to allow that advice to act as a shackle on the freedom of one's own thought.

THE *Bookseller, Newsdealer and Stationer* estimates that approximately six thousand different books were issued in the year 1899. When we keep this in mind, and consider in addition how many newspapers and magazines were issued, we begin to get a faint idea of the competition advertisements encounter when they struggle for attention.

THE Southern Pacific Railroad issues a lithographic cut-out representing engine and various passenger coaches of the Sunset Limited running between New Orleans and San Francisco—six parts in all. By putting them together, one gets a complete train of cars, from which one may see how each coach looks both inside and out.

A WRITER in *Munsey's* for February states that the postoffice department believes it saves the credulous people of this country fully a hundred million dollars a year that they would lose by investment in clever swindling schemes but for the care exercised by postmasters and inspectors in the delivery of letters and the payment of money orders.

THE safe deposit department of the Cleveland Trust Company, Cleveland, Ohio, mails to the residents in the districts where burglaries have been committed, an illustrated circular headed "Burglars Foiled," drawing attention to its safe deposit vaults and the cost of rental. This circular is a good piece of advertising matter, and although of size 3¼x11 inches, it is mailed folded to fit in an ordinary size envelope.

THE probability is that the penny paper must go, like the dodo.—*Weekly Milwaukee Wisconsin*.

THE probability is that the penny paper will always remain, despite the increasing price of white paper. The advertiser will be asked to make up the difference, and although he may grumble a little at first, he will accede gracefully at last, understanding that a paper at a cent insures him a quantity of circulation which he could not otherwise obtain.

BOLDNESS and simplicity are the two elements of good display.

MANUFACTURERS of proprietary medicines are allowed to use revenue stamps with their own designs, it being necessary that the government approve the die selected, usually the manufacturer's trade-mark, and that the stamps be printed at an office designated by the government. The advertiser taking advantage of this privilege is asked to pay for making the plate and for the printing in addition to the amount otherwise exacted for the stamps themselves.

A RECENT issue of the *Denver Republican* relates the following tragedy:

A skirt dancer in one of the windows of the J. W. Smith Dry Goods Company attracted much attention and admiration yesterday. The dancer is a decided blonde and her terpsichorean gyrations contain all the latest features of the opera and vaudeville star attractions. It was observed that all bald-headed gentlemen took off their hats to the charming dancer as they passed by and lavished their most winsome smiles upon her. Some of the young men with tall collars and short overcoats became so enthusiastic in their admiration of the graceful feminine performer that they hastened to the nearest flower store and bought extravagant bouquets for her. Finally a particularly audacious man leveled a pair of field glasses at the lady and discovered that she was not the real thing; that she was mechanical.

THE Lawrence (Mass.) *Telegram* issues a dainty booklet called "A Field of 75,000 and How to Reach It," telling its circulation day by day during 1899. A page is devoted to describing the characteristics of the towns the *Telegram* covers, and then follow twelve pages, one for each month, giving day by day the copies issued, number of pages, total advertising and new advertising. On the top of each page is a stanza, and on the side a picture, typifying the characteristics of the month. For November the stanza is:

Plum pudding month is here at last,
The time of poultry, sauce, and pies,
If good digestion you would have,
Take pills, the kind they advertise,
while at the side is a picture of a pudding and the Ripans Tabule trade-mark. Evidently the compiler of the booklet is a Ripans enthusiast.

AN advertisement is well displayed only when besides attracting the eye immediately it is also easily read.

UNDER the name of "Help For the Seller," B. Kuppenheimer & Company, of Chicago, manufacturers of clothing, issue a booklet containing thirteen illustrated double column advertisements that the dealer may publish just as they are, with his own name and address under, or else add additional price items. Electro-types are supplied free of cost. The booklet also contains a large number of two-inch pica ads without illustrations, which appear to have a convincing ring.

ON February 2nd a letter was sent to all publishers of newspapers and magazines in the United States claimed to have a circulation of nine thousand and upwards, telling them that the Association of American Advertisers had been permanently organized on December 11th last, that one of its objects is "to develop a means of ascertaining accurately the circulation of publications which accept advertising; that it did not associate in opposition to publishers, but with a view to serving their best interests as well as its own by equitably establishing the actual circulation of publications and furnishing this information to members of the association," and asking the publisher addressed if he would be "willing to submit his books and records to the inspection of an accredited representative of the association at any time that might be selected by the association without further notice, the examination and classification of papers as regards their circulation to be conducted on a fair and impartial basis, any statement issued concerning circulation to be confidential to the members of the association." Up to and including the morning mail of February 7th, one hundred and forty-two answers were received, of which one hundred and twenty-eight were classified as "unqualified affirmative," ten as "qualified affirmative," and four as "negative."

DE VINNE type seems to retain its popularity all the time. "Look over the advertisements in the *Ladies' Home Journal* or almost any periodical," says the *Rhode Island Advertiser*, "and three-fourths of them will be found to contain De Vinne type in some of its forms—De Vinne italic, De Vinne condensed, etc." Evidently the contrast between the light and dark strokes of this type make it pleasing to the eye.

WITHIN the past three weeks the *Philadelphia Record* has received the three letters reproduced below. They are interesting as indicating how the *Record's* advertisements in PRINTERS' INK are being read, and actually bringing it in money for copies, among others \$8 from England!

NEWPORT, Monmouthshire, England,
Jan. 5, 1900.

The Philadelphia Record.

Money order inclosed for \$8.00, or 33 shillings and four pence. Please send me the *Philadelphia Record* for Mondays, Wednesdays and Fridays (one week) and Tuesday, Saturday and Sunday (the next week) alternately to the value of money order inclosed.

Kindly send directly you receive this and oblige, Yours truly,

(Signed.) E. E. KAIRIS.

P. S.—I have read your ad in PRINTERS' INK weekly for last year or so.

Office of

"THE REPUBLICAN,"

W. H. Lawrence, Ed. and Pub.,
TALLAHASSEE, Fla., Feb. 6, 1900.

Brother *Record*—Long, long before I visited your grand city last fall, during G. A. R. week, I read you in PRINTERS' INK. One day I dropped in at your office to verify what I had read. It was true—true as preachin', and you do not tell half of it in PRINTERS' INK. After the visit I bought the *Record* in preference to all others, because I liked your style and "make-up." Go on. Success for ever and two days thereafter.

P. S.—I didn't write this for a rule, but you can send one if you wish.

Yours fraternally,

(Signed.) W. H. LAWRENCE,
Printer and Editor.

WABASHA, Minn., Feb. 5, 1900.

The Philadelphia Record, Philadelphia.
Gentlemen—I notice an interesting item in PRINTERS' INK to the effect that your contract with them this year for front page of their paper is \$10,400. Now, I have a little curiosity to see a paper that has the "nerve" or enterprise to make as large an investment for as small a space, and would request that you kindly send me a sample copy of the *Philadelphia Record* and oblige,

Yours respectfully,
(Signed) W. J. DUGAN.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

DEPARTMENT STORES IN NEW YORK.

HAMILTON, Canada, Feb. 2, 1900.

Editor of PRINTERS' INK:

Will you kindly inform me which of the New York dailies carries the most department store advertising? I wish to keep posted on what the big stores are doing and would like to know which of the metropolitan papers I ought to take in order to do that. Yours very truly,

WM. HUGH STRONG.

The *World* contains the most department store advertising in New York. The *Journal* comes next, then the *Herald*. The *Herald* contains very much dry goods advertising on Sunday—sometimes on that day more than the other two newspapers mentioned. If you subscribed for the New York *World* every day, and for the Sunday *Herald*, you would secure the quintessence of metropolitan dry goods advertising.—[ED. P. I.]

CARD SYSTEMS.

Office of

THE REPOSITORY PRINTING CO.,
CANTON, O., Feb. 9, 1900.

Editor of PRINTERS' INK:

We desire to secure the name and address of the man handling the card system for keeping subscription lists. We saw his advertisement in some trade journal devoted to some part of the newspaper business. All we remember is that by his card system subscription lists from 1,000 to 100,000 were to be easily kept, and that the cards were kept in a metal box. The cost, we think, was \$4.00. The office was somewhere in New York State.

Yours resp'y, HORACE H. MILLER,
1130 N. Cleveland Ave.

The following are suggested as firms that may supply your needs:

Chas. S. Patteson, 150 Nassau street, New York.

Shaw-Walker Co., Muskegon, Mich.

Yawman & Erbe Mfg. Co., Rochester, N. Y.

Rockwell & Rupel Co., 49 La Salle street, Chicago, Ill.

Library Bureau, 530 Atlanta Ave., Boston, Mass.

Fasoldt Bros., 45 Division street, New York.

Hartwell Furniture Co., Cincinnati, O.
Fred Macey Co., Grand Rapids, Mich.

WORKING THE COUNTRY JOURNALISTS.

HARMONY, Minn., Feb. 5, 1900.
Editor of PRINTERS' INK:

If you are at all inclined to ever give a country weekly credit I hope you will publish inclosed letter. If the *News* deserves it at all it is because its publisher is a constant student of PRINTERS' INK. Yours truly,

DAN GAGEN.

Office of
SEARS, ROEBUCK & Co.,
Cheapest Supply House on Earth.
CHICAGO, Ill., Feb. 3, 1900.

Publishers *News, Harmony, Minn.:*

Gentlemen—A copy of your current issue happens to come to this, the advertising manager's desk, and in looking it over we feel prompted to express our satisfaction at its general appearance. While we use our careful judgment and utmost discrimination to select only the best class of country weeklies, still so many of our papers fall short of those qualities that go to make up a good sheet that it is really gratifying to handle a paper like yours, representing at once the highest type of local journalism.

As you may be aware, we are advertising in upwards of 3,500 newspapers throughout the country, all of which are carrying our \$15.50 Burdick Sewing Machine advertisement, the same as you are, and among these papers, for style, make-up and matter, both literary and typographical, we are pleased to acknowledge your paper stands in the front rank, and we feel convinced that while the excellent value we are giving in this \$15.50 Burdick Sewing Machine accounts for many of the orders received lately from your vicinity, a large share of the credit is due to our advertisement with you.

Wishing you continued success, we beg to remain, Yours very cordially,
SEARS, ROEBUCK & Co.,
Per L. E. Asher, Advt. Mgr.

An examination of the Sears-Roebeck letter indicates that it is a fac-simile typewritten letter, evidently sent to all the newspapers that have inserted the advertisement to which it refers. This view is borne out by the fact that the words, "*Pub. News, Harmony, Minn.*," have been inserted by typewriter, and differ in appearance from the remainder of the communication. The newspaper men receiving such a letter perhaps often recognize that it is really a circular, sent to dozens of others, as well as themselves; but rightly believing that none of their readers are aware of this fact, they publish it as an indication that even the great Sears-Roebeck house of Chicago recognizes the advertising value of their medium; in this manner they themselves secure an

excellent advertisement, while the mail order firm draws attention to the sewing-machine announcement then running in the paper. PRINTERS' INK is not sure that Mr. Gagen, when he sent his request for the publication of the Chicago letter in these columns, was not aware of its character, but hoped that the Little Schoolmaster might fail to recognize it. If he was not aware of it, he did not, with all his getting, get understanding.—[ED. PRINTERS' INK.]

IN IOWA.

Office of
"BURLINGTON HAWK-EYE,"
BURLINGTON, Iowa, Feb. 7, 1900.

Editor of PRINTERS' INK:

We have read carefully your article on Iowa dailies, published in issue of January 17th. We believe that general advertisers, who are well acquainted with the *Hawk-Eye*, will be greatly surprised to note that you undertake to mention the leading daily newspapers of this State without naming the *Burlington Hawk-Eye*. We recently furnished the American Newspaper Directory a detailed statement of the circulation of the *Daily Hawk-Eye* for 1899, complying with all their requirements. We want you to look over the sample of the *Hawk-Eye* which we send by this mail, and note detailed statement of circulation, inclosed herewith, and after you have done so we think you will agree with us that you were not justified in your mention of leading newspapers of Iowa and omitting the *Hawk-Eye*. We claim that in character, make-up, and news service and circulation we are entitled to a place near the head of the list. The circulation of the *Daily Hawk-Eye* in the past few years has been built up by the persistent efforts of canvassing and publishing a paper adapted to the wants of the people within a radius of sixty miles of Burlington. We also call your attention to the fact that our prices have not been reduced, but we still maintain our regular subscription rates of \$6.00 per year, that being with one exception the highest priced daily in this State.

Yours truly, W. B. HANCHETT.

In the article referred to the writer did not undertake to give the names of all leading papers in Iowa. This is what it said: "In the December issue of the American Newspaper Directory eleven daily papers in Iowa get credit for actual average issues of more than four thousand copies." Turning to the Directory the *Burlington Hawkeye's* record is found to be as follows: In 1895 publisher asserted no issue less than 4,500 copies. In 1896 there was no report, and the circulation letter G, which

means exceeding 4,000 was given. In 1897 there was a failure to report definite figures, and no rating appears, only the letter Y, which means "information withheld." In 1898 and 1899 the rating was zH, or "publisher's report unsatisfactory; estimated issue exceeds 2,250." This is why the *Burlington Hawkeye* is not on the list referred to, and if a higher rating than was at any time given should have appeared, its omission is due entirely to a non-receipt of information from the *Hawkeye* office, which it has the privilege of furnishing and is invited to furnish at the end of every three months. The *Hawkeye* is a prominent Iowa daily without doubt, and the statement now sent entitles it to a rating of average issue during 1899 of 6,027 copies.—[Ed. P. I.]

Is the classification of similar announcements in the magazines of any value to advertisers? If so, why? If not, why not? Opinions are solicited.

A BOOKLET issued by William Green, 326 Pearl street, New York, and called "Railroad Transportation of Mails," aims to make clear that the postal deficit is due to reasons which are not generally recognized. It claims that if proper prices were paid to railroads for transportation of mails—such prices as they receive outside—instead of a postal deficit of about six million dollars there would be a surplus; that instead of "weighing mails" every four years, it should be done at more frequent intervals; that charges for transportation should not be based on weight, but on space occupied; that the government should have a monopoly of second-class mails, in the same manner as it has of first-class, and not simply take the matter which the railroads cannot afford to carry; that the Postoffice Department should have no concern with any element in second-class matter, save the weight, or better still, the space occupied, and the price to be exacted. All these reforms are ably advocated, and publishers and advertisers will be interested in their presentation.

IN JAPAN.

Even in Japan PRINTERS' INK has correspondents that aim to secure for it the "best things out" in the advertising world in the Orient, as witness the following letter:

DAITATEI, TAMSUI, FORMOSA,
Japan, Dec. 26, 1899.

Editor of PRINTERS' INK:

As an interested reader of your little journal, I would describe to you what has struck me as a very clever attempt on the part of an advertiser in one of the Japanese journals to obtain an advertisement on both sides of a sheet, while occupying space on only one and presumably paying for that one side alone. The journal I refer to is printed on paper of a quality similar to that used by our New York daily papers. The ad covers $4\frac{1}{2} \times 4\frac{1}{2}$ inches of space and contains five words arranged as follows:



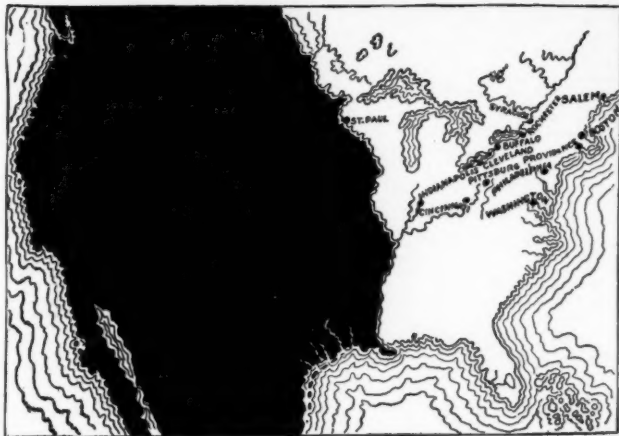
These words are cut out of a block, the letters thus appearing white and the rest of the space a heavy black. The advertisement with its glaring black and white, which you can scarcely avoid noticing, is on the front page, and on turning over the sheet, you find showing clearly through the paper and standing out even above the ordinary type matter on that page the words in large letters:

JAPAN
S. NISHIMURA
SILKS.

Should the paper be laid down on a table and read, the words on the second page would not be so apparent, but the majority of readers doubtless hold the paper up, and when this is done the letters show through sufficiently clear to attract attention. The chances are the journal when accepting the ad was not aware of the trick. At all events I call it a smart bit of work.

Yours truly, JAS. W. DAVIDSON.

DURING week February 5 to 10, forty replies were received in response to six classified advertisements appearing in PRINTERS' INK, issue January 31, addressed in care of PRINTERS' INK.



"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE DAILY NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LETTER TO THE EDITOR OF "PRINTERS' INK."

THE THIRD SUGAR BOWL.

Office of
"NEWARK EVENING NEWS,"
215 and 217 Market Street,
New York Office—St. Paul Bldg.

NEW YORK, Feb. 6, 1900.

Editor of PRINTERS' INK:

The *Newark Evening News* is a sugar bowl in itself to all advertisers who test its capacity in their search for the sweetness of prosperity.

The basis upon which advertising space is bought is not large circulation, but known circulation. The first thing to commend a newspaper to an advertiser is absolute knowledge about its net circulation. The circulation of the *Newark Evening News* is known to a certainty among advertisers.

For several years the net circulation of the *News* has exceeded 40,000. It is now more than 42,000 daily. Only papers actually sold are counted as "circulation," and the *News* produces an account of its receipts and deposits of cash to prove that 42,000 papers are actually sold. For years the paper sales money has been kept isolated from all other moneys received in the *News* office, carried through the books, and deposited in the bank as a distinctive amount. Thus is the circulation of the *News* known not only to the sellers of its advertising space, but also to the purchasers of the same. Any one may determine the net circulation he is buying, because the method is so simple of showing what it is.

There are within the city limits of Newark, about 30,000 dwelling houses;

so the tax assessor says. The daily sales of the *Newark News* in the city of Newark exceed 30,000 copies; accordingly, a copy of the *News* is sold every night for every dwelling in Newark. Where is there a city which is covered so completely with one medium as Newark is covered by the *News*? There are 30,000 dwellings, and absolute proof of 30,000 *News*es delivered nightly into 30,000 homes within Newark's city limits. Thus the *News* blankets the city of its publication, a city of wonderfully varied industries. It is this remarkable distribution of the eggs into many baskets that makes and perpetuates such marked and unfluctuating prosperity and growth.

Closely allied to Newark are the Oranges, Harrison, Kearney, Montclair, Morristown, Bloomfield and other pretty suburban towns populated by prosperous people. About 12,000 copies are sold in these towns nightly. The exact apportionment of these out of town sales is shown below. To make the statement even more convincing, the *News*' management furnishes to skeptical persons a list of the newsdealers in these towns, and the number of copies which each one sells—not merely exhibits for sale; but sells.

The list of towns follows:
City of Orange..... 2,518
"The Oranges" (comprising South Orange, East Orange, West Orange, Orange Valley, Brick Church, Mountain Station and Maplewood..... 2,442
Harrison, Kearney, East Newark, Arlington and Rutherford..... 2,440

Irrington, Hilton, Union, Lyons Farms, Waverly, North Elizabeth and Vailsburg.....	1,241
Bloomfield, Watessing and Glen Ridge.....	1,073
Belleville, Avondale, Nutley, Passaic, Paterson, Little Falls, Franklin, North Newark and Forest Hill.....	1,050
Montclair, Upper Montclair and Soho.....	762
Morristown, Mendham and Whippany.....	454
Caldwell, Verona, Cedar Grove, Essex Fells and Roseland.....	361
Millburn, Springfield, Wyoming and Short Hills.....	290
Elizabeth, Elizabethport, Rahway, Woodbridge, Perth Amboy, South Amboy, New Brunswick, Trenton, East Millstone, Freehold, Matawan, Linden and Seawaren.....	394
Asbury Park and Ocean Grove..	15
Morris Plains, Mount Tabor, Den-ville, Rockaway, Dover, Boonton, Hackettstown, Newton, Washington and Succasunna..	195
Summit.....	206
Hoboken, Jersey City and New York Depot, Ferry and Street news-stands.....	194
New Providence, Sterling, Basking Ridge, Bernardsville, Pea-pack and Gladstone.....	153
Lorraine, Roselle, New Orange, Garwood, Cranford, Westfield, Plainfield, Dunellen, Lincoln, Bound Brook, Somerville, Raritan and Flemington.....	127
Chatham.....	95

Total suburban circulation.. 14,010

In a community, therefore, of say 350,000 people, the Newark *Evening News* goes into 42,000 families every night. If an advertiser wishes to "cover" a new field, the city of Newark and its environs offer him a splendid opportunity for finding out just how well his article will "go." He can advertise thoroughly and yet economically, because one paper accomplishes a task that generally is allotted to two or more in other cities of similar size.

There are other good papers in New Jersey, but none with a circulation one-half that of the Newark *News*. When the *News* was first published, there were five other dailies in Newark. The *News* has supplanted all in influence and circulation, three having suspended publication entirely.

The *News* is a two-cent afternoon paper. The bulk of its circulation is delivered by carriers at the homes. Its street sales are small compared with the house delivery. Its great circulation, secured in close competition with New York dailies, will prove its worth to any one who wishes to popularize a product. Its two pages of classified advertising attest its popularity with the public. Its readers are persons of intelligence and money-makers, for Newark is one of the largest manufacturing cities in the United States.

Its advertising rates are exceedingly low, particularly when one considers the fact that the *News* is absolutely indispensable to Newark merchants and to those seeking to sell their products in Newark and nearby towns. The cost of a one-inch advertisement inserted

daily for one year, run of paper, is \$262.08, which is less than one-seventh of a cent a line, gross, per thousand circulation.

Advertising in a two-cent afternoon home paper selling 42,000 copies daily for one-seventh of a cent a line per thousand circulation, is a proposition which soon convinces the advertiser in the Newark *Evening News* that his money has been well invested.

Ten of New Jersey's greatest stores volunteer ten words each, of appreciation of the value of the *News* as it has been demonstrated to them.

They say:
We think no other advertising medium compares with the *News*.—David Straus.

The Newark *Evening News*, a prime factor in our success.—L. Bamberger & Company.

Represents the maximum centripetal force in advertising; bringing great results.—Hahne & Company.

Great returns for economic expenditure; 42,000 homes; bull's-eye every time.—Aaron Ward & Sons.

Fifteen years' advertising in the *News* demonstrates its incomparable value.—Amos H. Van Horn, Ltd.

Your strong hold on your readers is what holds us.—J. Marshall & Ball.

The *Evening News* is all-sufficient for all Newark purposes.—J. C. McCurdy & Company.

Our constant use of the *News* expresses our high appreciation.—L. S. Plaut & Company.

Our consumption of space increases annually; our satisfaction grows likewise.—Lauter Company.

Thus we show the character of the *News*, the reality of its circulation, the cheapness of its advertising space and the value set upon all by the people in best position to know it intimately. You know yourself that the above statements are facts, for I believe the truth of each statement has been demonstrated to you personally, and I think that you will agree to our claims; that no paper in the contest covers a field more closely than the *News* covers Newark; no paper proves its circulation in a more convincing manner than does the *News*, and no paper gives more value for a dollar. Very truly yours,

THE NEWARK EVENING NEWS,
R. F. R. HUNTSMAN,
N. Y. Representative.

PRINTERS' INK thinks the foregoing presentation of the Newark *News* claims the most convincing and thorough that has yet appeared in the contest. It is the kind of statement that is wanted—giving the newspaper an excellent advertisement, but at the same time presenting facts of interest to every advertiser.

Office of
"DEMOCRAT AND CHRONICLE,"
ROCHESTER, N. Y., Feb. 8, 1900.

Editor of PRINTERS' INK:

PRINTERS' INK is already in possession of the facts upon which the *Democrat and Chronicle* bases its claim to the Third Sugar Bowl, and has published

them in the issue of Dec. 20th, last. We do not know that we have anything to add to them, although we would emphasize the second reason, "circulation net; unsold copies not returnable," as a very important one to consider in comparing the claims of the different contestants for the prize.

Yours very truly,
W. H. MATHEWS, Pres.

Office of
SIMON LONG'S SONS,
Tailors, Clothiers and Haberdashers,
12 South Main Street,
WILKES BARRE, Pa., Feb. 10, 1900.
Editor of PRINTERS' INK:

We note in your issue of 7th inst., that the Wilkes Barre Record is contesting for the Third Sugar Bowl. We certainly would like to see them carry off the prize. We can firmly substantiate their entire statement, and we consider them the best advertising medium in this section. During the year 1899 the Wilkes Barre Record received at least seventy-five per cent of our newspaper advertising, and we are sure that it was money well invested. Wishing them success, we are, Very truly yours,
SIMON LONG'S SONS.

Office of
"THE BALTIMORE NEWS,"
BALTIMORE, Feb. 12, 1900.
Editor of PRINTERS' INK:

From the announcement in PRINTERS' INK we learn you are conducting an investigation into the relative merits of newspapers in the territory east of the Mississippi River, outside of the cities of New York and Chicago, with the view of determining which one gives best service to advertisers in proportion to price charged. We beg to submit the following in evidence of the merits of the Baltimore News in this connection.

The Baltimore News has a field peculiarly its own, in that it is practically the only afternoon daily in this city of 600,000 population.

It is published daily except Sunday, at \$3 per year, single copy one cent.

It gives all the news of the day, attractively presented, and reaches the people at a time when they have most leisure and inclination for reading.

Its special features, such as finance, literature and society, are preëminent, and it is an authority in these matters.

It is a recognized medium for classified advertising, which proves its local popularity.

No objectionable advertisements are admitted.

The News treats advertisers with equal justice, and its rates are inviolable.

It has a commanding influence in its field; a fact which is generally admitted.

The average daily circulation of the News for 1899, as per sworn statement filed with the American Newspaper Directory, was 33,268 copies. The daily average for January, 1900, was 36,000.

Its daily average from Feb. 1st to 3d, inclusive, was over 37,000, and from that date to present has been in excess of 40,000 copies.

The circulation of the News in Baltimore is larger than that of any other publication, and it is essentially a home circulation.

Its already great popularity is constantly increasing, a fact attested by its steady growth in circulation.

The lowest line rate of the News is five cents per line for 10,000 lines (run of paper) to be used within one year.

At this figure the rate per thousand on the basis of its present circulation is $\frac{1}{4}$ of one cent.

Considering the character, standing and influence of the News, taken in connection with the volume of its circulation, we think the service rendered its advertisers in proportion to rate charged is the best to be had, not only in the territory you name, but anywhere else.

Yours truly,
EVENING NEWS PUB. CO.,
A. M. Duvall, Bus. Mgr.

Office of
HENRY BRIGHT,
43 and 45 Tribune Building,
NEW YORK, Feb. 10, 1900.
Editor of PRINTERS' INK:

In your issue of the 7th you state that the Buffalo Times says absolutely nothing about its circulation for 1899. Permit me to say that a sworn statement was handed to the editor of the American Newspaper Directory on Feb. 6, covering full detail for 1899. The Buffalo Times stands entirely on its record, and I will be obliged if you will correct the comment as made in yours of the above date. Yours very truly,

HENRY BRIGHT,
Mgr. Foreign Advg.

PRINTERS' INK's previous statement as to the Buffalo Times' circulation statement for 1899 was true on the date when PRINTERS' INK's issue of February 7th went to press. Since that time the Times has sent in a statement to the American Newspaper Directory, which shows that for last year the daily edition had an actual average of 40,174 copies, and the Sunday of 22,994. Unfortunately, however, the statement was not received in time for the March, 1900, issue of the Directory, and both editions will be accorded C (exceeding 20,000 copies) ratings in that book.—[EDITOR PRINTERS' INK.]

WANT AD ILLUSTRATED.



AN ENTERPRISING PARTY IS DESIROUS OF
AN OPENING.

DANIEL SHARP FORD.

The *Youth's Companion* of Feb. 1st contained a long sketch of Daniel Sharp Ford, its late proprietor, from which PRINTERS' INK extracts the following paragraphs:

Standing by the open grave, his pastor pronounced the simple eulogy of the Psalmist:

"Mark the perfect man, and behold the upright; for the end of that man is peace."

God has blessed this country and these times with few men to whom the words could be so truly applied.

The story of his life is simple. Born in Cambridge, Massachusetts, April 5, 1822, the child of godly parents in humble circumstances, educated in the common schools, he was only a boy when he started out in life for himself by learning the printer's trade. From his earliest manhood, by his energy, enterprise, industry and far-sightedness, he gave promise of the eminence he was to attain. At about twenty-two he became a partner in a firm which published in Boston a religious weekly of high standing. Rigid self-education supplemented the learning acquired in the common schools, and made him a most useful assistant editor of the paper.

Only a few months before his death he related an instance of the manner in which his self-training was first practiced. It reveals a characteristic quality of well-guided perseverance. He was working, in his early life, at his trade of printing. The editor whose paper he served was less industrious than he might have been, and was not sorry to receive "copy" from his young printer. This printer saw therein his opportunity, and gave most of his spare time to writing. All the while he did not fail to read the best exchanges, English and American, which came to the office, and had the good sense to recognize in them an editorial style much better than anything at his command. How could he, how did he, acquire it? Night after night he held himself to the task of learning how to write—and after this wise: He placed before his mind a single straightforward idea—capable of expression in about one page of manuscript—and proceeded to get at the best way of expressing it. In every form of words which his ingenuity could contrive, he wrote out this idea, sparing no drudgery or weariness until he felt that he at least could express it no better. It was an unconscious preparation for an English style of unusual effectiveness.

In 1857 Mr. Ford and his partner bought the *Youth's Companion* from Nathaniel Willis. Thus for a time two papers were carried on side by side. But differences as to policy arose. Mr. Ford had an ambition to make each paper the leader in its own field; and his courage in adopting expedients and making expenditures to that end knew no limit. Ultimately it was seen to be wise for the partners to separate. The property was divided, and Mr. Ford became sole proprietor of *The Companion*.

From that time forward until his death, Mr. Ford made *The Companion* the chief interest of his life. His mind

was constantly on the alert to devise something new to interest or to instruct his readers. In the early days of his ownership of *The Companion* he carried the double burden of publication and editorship almost alone. He was at his editorial work at home hours before breakfast, and at his business office as early and as long as any of his employees. As the scope of the paper broadened, and as the field of its popularity extended gradually over the whole country, he enlarged his corps of assistants in both departments, and organized it with scrupulous care, so that in case he should be temporarily or permanently unable to conduct the paper himself, it should suffer no harm. During the later years of his life, indeed, the end which he had constantly in view was to lay the foundations of the paper so broad and deep, and to make it so secure upon them, that he might be sure of its steady, uninterrupted and successful continuance upon the course he had marked out for it. A man of different character might not have cared what became after his death of that which had brought him such success while he lived; but Mr. Ford worked for permanence, because he believed in *The Companion* and in its mission, and did not want its usefulness bounded by one short human life. His constant holding to account of his editors for errors in the minutest details had reference not only to the present, but to the future; the current paper must indeed be perfect, but so must his assistants aim at perfection, for to them must he look to carry on the paper in future years. And in all departments this constant training went on, as each man needed it, with the result that the paper is now left in the hands of a body of men thoroughly imbued with his spirit and methods. They receive it from him as a sacred trust.

So long as he was fully in charge of the paper he was in the truest sense its chief editor. He could not—because he had neither the time nor the strength for the task—read all the stories before they were accepted; but when they were selected for publication by the assistant in charge of this work, they were submitted to him in type, and if one did not please him it was ruthlessly cancelled. The same was true of the miscellany and other parts of the paper; his pencil was drawn firmly through any paragraph that seemed to him dull, or, for any reason, unsuitable. For the mental and moral growth of his readers, he held himself in the largest sense responsible. Over the mechanical departments of the paper he presided with no less genius. All important matters were submitted to him. He was, during many years, the final arbiter in all matters of business. Fertile in plan and suggestion, he decided how and at what cost the periodical should be brought to public attention, where and to what extent *The Companion* might reach out to broaden its scope and increase its usefulness.

There was a discussion a few years ago, as to whether a man starting with nothing could honestly become the possessor of a million dollars. The life of Mr. Ford answered the question. He began business with no thought of becoming wealthy; he adopted the practice of giving to others at the start; he

continued giving to the end, and his benefactions continue after his death. All the time he was scattering money with an unsparing hand, not to promote his own pleasure, but to relieve suffering and—in particular—to help persons in temporary distress. Here an employee was continued on full pay during a sickness that lasted for months. There a feeble church received a donation which enabled it to continue its beneficent work in hard times. Here an honorable man, caught in an adverse commercial current, and threatened with the loss of credit and the savings of long years of industry, was afforded the help that brought him safely through. There a brave widow, striving to keep a home for herself and children, received the money—often sent anonymously—which enabled her to raise the mortgage; or an overburdened father, bending under the long-borne load of family support, was led to take the needed rest, persuaded by a gentle insistence which left no place for any feeling but gratitude toward the good friend who had made the welcome vacation possible; or a young man of talent, fighting for the equipment which should best fit him for an honored and helpful part in the world, was encouraged and assisted to the education which made possible the highest fulfilment of the promise in him. There are few professions which do not to-day number among their worthy representatives one or more of Mr. Ford's "boys." The number to whom this man was an earthly providence could be counted by the hundreds.

And the rich mental gifts, the intuitive perception, the clear intelligence, the rare sense of proportion, the just judgment, the practical wisdom, were

no less spontaneously at the service of his brother man. Patient to listen, wise to counsel, tender and tactful to reprove—no man or woman or child ever asked for the help of his interest or the support of his strong moral manhood and was denied. And all this broad humanitarian work was wrought so simply, so unostentatiously, that to those closest to him in kindred and in sympathy he rarely spoke of what he was doing. He simply strove to do the work of the Master, in the spirit of the Master, because of the love for the Master, the pervading passion of his life.

COUNTRY JOURNALISM.

It is the fashion of newspapers that put on metropolitan airs to poke fun at some of the methods of the country weekly, but we trust it will be long before these methods cease to be native and provincial. These notes are the basis of some of our most enduring literature and they have their proper place in the local columns of a country weekly. The homely twang; the familiar, but not impertinent reference; the expression of thanks for the present received; the friendly announcement of an addition to a subscriber's family; the hilarious congratulations when twins become a part of the local population—all these things bring the country editor closer to his subscribers than the editor of a daily can ever get, and give him the influence and power which friendship ever confers upon its objects.—*Atlanta (Ga.) Constitution.*

GOOD ADVICE.

If your article has merit, herald that merit to the world.—*Advisor.*



From the Tree to the Tablet.

Caroid represents the highest form of digestive activity. The natives of Yucatan use it in its crude state (The leaves and fruit of the Carica Papaya) for making meat tender.

Caroid Tablets digest all kinds of food under all conditions.

**As A Crystal Is To A Diamond
So Is Pepsin To Caroid**

**POWDER AND TABLETS
AT USABLE PRICES**

**Am. Ferment Co.
Jersey City, N.J.**



All Caroid Tablets are Shaped and Stamped like This

INTERESTING.

RHODE ISLAND DAILIES.

In the December issue of the American Newspaper Directory for 1899 seven daily papers in Rhode Island get credit for actual average issues of more than three thousand copies. They are: *Newport News*; *Pawtucket Evening Times*; *Providence Evening Bulletin*; *Evening Telegram*; *Journal*; *Westerly Sun*; and *Woonsocket Evening Call*. All but one of the seven are accorded actual average issues by the year from publishers' detailed reports. The *Pawtucket Evening Times* "won't tell" and since 1895 never has told anything of value or use concerning its output. The three great dailies of Rhode Island are naturally found in Providence. The two evening editions—*Bulletin* and *Telegram*—have about an equal circulation and each, as shown from the record, is steadily advancing. The *Bulletin's* average in 1898 was 36,516, and the *Telegram's* 36,735. The *Journal*, established in 1829, is the only morning daily in the city, and one of the best in New England. It has a position in the bulls eye (●)* list, and while valued, perhaps, more for the class and quality of its circulation than for the mere number of copies printed, its average issue of 15,100 in 1898 shows an unusually large clientage, even for so conservative a paper published within an hour's ride of Boston. The *Woonsocket Evening Call* furnished for the first time an actual average report, covering the year 1898. Its average then was 6,143. The *Westerly Sun*, from an average of 3,121 in 1897, printed for the year ending with October, 1899, an average of 4,125 copies. The *Newport News'* average for year ending with June, 1899, was 3,671. PRINTERS' INK is reported to have said: "It is believed that there are few mediums of greater value, considering the cost, for high-class ad-

vertising, than the *Newport daily News*." The *Pawtucket Times*, as already stated, is as methodically persistent in failing to supply legitimate circulation reports for the Directory as the remaining six Rhode Island dailies are careful to furnish details and so be correctly reported. The *Times'* estimated issue since 1896 has remained the same—exceeding 12,500. In 1895 the publisher asserted no edition had been less in that year than 14,000. It would seem to the writer as he reviews these estimates, that they may be quite sufficient to explain the reticence on the part of the publisher about sending in up-to-date reports. Some people in this world are wise enough to let well enough alone.

UTAH DAILIES.

In the December issue of the American Newspaper Directory for 1899 four dailies in Utah get credit for actual average issues of more than one thousand copies. They are: *Ogden Standard*; *Salt Lake City Deseret News*; *Herald* and *Tribune*. "Gentile" papers now predominate. The *Deseret News* is the only Mormon daily, and has dropped from an estimated rating, exceeding 4,000 in 1896, to exceeding 1,000 in 1899. It seems, nevertheless, to be a prosperous paper. Doubtless it is more of a church organ than a mere news distributor. The *Tribune*, without doubt, is the all around dominating best daily in Utah, and is the more prominent from its regularity and method in furnishing circulation statistics—always reliable. From an average of 8,177 in 1896, it is credited with 9,187 in 1898. The *Herald* has made no report since 1896, but is accorded an estimate of exceeding 2,250. The *Ogden Standard*, from an average of 3,049 in 1895, seems to have dropped in the estimation of the Directory editor, who accords it a present estimate of exceeding 1,000 copies. Nevertheless, a thousand is a good many and "exceeding a thousand" is a figure with vast capacity of interpretation.

THE billboard story must be told at a glance.

* This mark, familiarly known as the bulls eye (●), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (●).

SELLING TREES.

Out at Dundee, Ill., there is a little farm of about 150 acres devoted to the propagation of evergreen trees. There are a few more than 100,000 trees growing there at the present time. An *Agricultural Advertising* man caught his breath as he realized the stupendous possibilities of the seed-beds in front of him, and Mr. David Hill, the proprietor, said:


"Yes, it's something of a business, and it has all been built up by advertising.

"I am a strong believer in advertising," Mr. Hill continued. "Many of the leading nurseries do not advertise, depending entirely upon agents and traveling representatives to dispose of their stock, but I think they make a mistake. I started in here twenty-seven years ago with seven acres of ground and a debt of \$3,500. A little advertising of the business had been done before I took hold of it by the former proprietor, who had used the old *Western Rural* and the *American Agriculturist*. I continued in those papers and gradually added others to the list. With the advertising the business grew until it has assumed its present proportions. I have in the nursery now a little over-grown stock which accumulated during the hard times when the farmers had to scratch to get bread and butter and had little money to spend for trees. But last year's advertising pulled very well, indeed, almost too well, for the orders came in faster than we could fill them, although we had a force of ninety men at work, and the spring was so short that many orders reached our customers too late to do well, so more or less dissatisfaction resulted. But we hope to right all that this year. The outlook for the advertiser I consider very flattering.

"How do I advertise? Well, in the first place I use the agricultural press exclusively. Men who buy trees live for the most part in the country; the local nursery gets the town and city trade.

I have tried the religious papers but they never paid me; weeklies like the *New York Tribune* have not proved profitable to me, and the *Youth's Companion* also seemed unsuited to my line. So I find that the farm papers are the only ones I can profitably use, excepting the trade papers, of course, which I use for the wholesale trade.

"Last year I ran an inch advertisement, like this one, in seventy-six agricultural papers, placing the business through Frank B. White Company. I have had my business with several of the general agencies at different times, and have tried placing it direct myself, but I believe I have secured better treatment and better results for the money spent from the Frank B. White Company than in any other way. I am a great believer in the specialist of any kind. All business seems to



EVERGREENS

100 & 2 1/2 in., \$1.00; choice of 20 packages.
100 choice, transplanted, 2 ft. \$10 prepaid.
Millions to offer; all hardy varieties, all sizes.
ORNAMENTAL AND FRUIT TREES,
Shrubs, vines, etc. Catalogue, price
and 40 great bargains sent FREE.
1st Good Local Agents Wanted.
**D. HILL, Evergreen Specialist,
DUNDEE, ILLINOIS.**

be specialized now; I am sure I succeed better with evergreens by making them a specialty than does the general nursery-man; I know better how to grow them, how to sell them, how to ship them. And the same thing applies to advertising. The mere writing of an advertisement is an art in itself.

"This advertisement which I ran last year is a fair sample of my recent advertising. It makes a direct offer, which, because of the low prices quoted, is pretty sure to interest any one who is thinking of purchasing trees. Sometimes the advertisement leads to a direct sale, but in most instances the reader sends for a catalogue and price list. With the catalogue I send a personal letter and a special bargain sheet, offering trees in lots from 100 to 1,000 at prices ranging from \$1 to \$100. If I do not hear from the inquirer within a reasonable

time I send a second letter and another bargain offer. Names secured in this way are used for three or four years; if I have not developed the inquiry into an order by that time I give it up as a bad job.

"Of course, I do not expect all my advertising to pay for itself the first year, in the orders received from it. I am in this business to stay, and I am more concerned about building up a permanent class of customers than about getting back every cent I spend. A satisfied customer is the best advertisement a man can have, and if I succeed in pleasing a man this year he is pretty apt to want to select something from my catalogue next year, and to influence his friends to come to me for what they want. I do not mean, however, that I do not keep track of the different papers and try to know what they are doing for me. I key my advertisements, and endeavor to keep from wasting the money I have to spend. But I find that you can not always judge a paper by the showing it makes in any one year. I started in one year to cut off my list all papers that did not come up to a certain standard, and the first thing I knew I had cut off some of the best paying papers I had—I mean papers that had always paid me before and have paid me since. You have to know a whole lot about newspapers before you can place advertising intelligently.

"You may notice in the advertisement that I ask for local agents. I do sell some goods that way where I can get a man who is known in his own community. The traveling nursery agent, by his misrepresentations, has become almost as great a nuisance to the farmer as is the lightning-rod man. That feature of the business has been greatly injured by unscrupulous agents and firms that do not care whether they ever get a second order from a community or not. But to a certain extent the agent is necessary. There are a few very unenterprising farmers in this country. Some of them hardly provide the

necessities of life for their families, let alone buying trees which may not mature in their lifetime. It is impossible to reach these people by advertisements, for they read very little; but they are just the kind of people whom an agent can get around and hang to and hypnotize into ordering a good bill of goods. So you see for a certain class of trade agents are almost a necessity."

Mr. Hill, by careful advertising and by living up to every promise made, has built up, not only an immense trade, but an enviable reputation throughout the country. He is the most extensive grower of evergreen trees in the United States. In addition to his mail order and wholesale business at Dundee, he has large show grounds for retail trade in Chicago, and a branch nursery at Elgin.—*Agricultural Advertising.*

IN THE NAME.

"People who ask 'What's in a name?'" would have found an answer if they had sprung the question on the late James Pyle," said a man who was acquainted with him in the early years of his business life. Mr. Pyle's fortune, as is well known, was mainly accumulated through the manufacture of a washing powder. "Mr. Pyle had every faith in that powder," went on this friend, "but he had the hardest work in introducing it because he could not find a name for it. Three separate times he engaged in the manufacture of the thing, only to meet with failure. Finally some one suggested the name of 'Pearline,' and after long thought that name was adopted and one more trial was made. Now, the powder remained exactly the same as it had always been, but when it was put out with this new name attached, presto! there came a change in the fortune of the maker, and the stuff began to sell until he was actually pressed for facilities with which to fill his orders. No one can tell why that name should have caught the public fancy so completely when others that seemed to be equally as good failed, even though as well advertised."—*Poughkeepsie (N. Y.) Enterprise.*

AN UNNECESSARY ACCOMPLISHMENT.

Instructor—You are wasting your time here. You will never learn to draw.

Art Student—That's all right. I'm going to be a poster artist.—*N. Y. Journal.*

THE most important factor in a man's advertising is the personality of the man himself. If he is of sufficient intelligence and ability to command the respect and confidence of those with whom he is associated in other circles he will also command their esteem in connection with his business.—*Michigan Tradesman.*

KENTUCKY DAILIES.

In the December issue of the American Newspaper Directory for 1899 five daily papers in Kentucky get credit for actual average issues of more than seventy-five hundred copies. They are: *Covington Post*; *Louisville Commercial*, *Courier-Journal*, *Dispatch* and *Times*. From a circulation standpoint alone the *Times* apparently has a decided lead. Its actual average issue for 1898, as shown by publishers' detailed statement, was 33,400, and this would seem, from the Directory's estimated ratings in other cases, to be as great as that of the remaining three Louisville dailies combined. The *Courier-Journal*, however, is one of the best all around good newspapers in the entire south. With a record extending back to 1830 (when the *Journal* was established) it has ever occupied a prominent position and, as indicated by the bulls eye (●)*, is regarded first of all for the quality and character of its circulation, rather than for the mere number of copies printed. A statement from its publisher in 1896 placed the smallest issue for that year at 17,073; but unfortunately there has been no subsequent report in any detail and so the present rating is, as it only can be, represented by the letter E, which means exceeding 12,500. The *Commercial* appears to have never made a report. Its estimated issue has varied from exceeding 17,500 in 1891 to exceeding 7,500 in 1898—a gradually descending scale. The *Dispatch* is of later origin and seems with great regularity to refrain from giving any definite figures upon which to base an exact or approximate issue. Its estimated rating for several years has been exceeding 7,500. The *Covington Kentucky Post* belongs to the Scripps McRae League. Formerly it furnished detailed circu-

* This mark, familiarly known as the bulls eye (●), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (●).

lation reports with some regularity; but since 1897, when the average was 11,755, nothing definite has been received. This last average was less than that for 1896, which seems to indicate a decrease. The estimated issue for 1898 was exceeding 7,500.

MONTANA DAILIES.

In the December issue of the American Newspaper Directory for 1899 four daily papers in Montana get credit for actual average issues of more than twenty-two hundred and fifty copies, viz.: *Anaconda Standard*, *Butte Inter-Mountain* and *Miner*; and *Helena Independent*. Indications appear to show that the *Anaconda Standard* has a much larger circulation than all the other dailies combined, and there is a satisfaction in being able to state just what its exact circulation is and has been—obtained from the publisher's annual statements furnished with regularity for years. Its average during 1898 was 11,118. The *Standard* maintains fully equipped branch offices at Butte, Missoula and Great Falls, and is a paper of very much more than ordinary importance. The *Butte Inter-Mountain* has apparently never furnished to the Directory definite information as to its actual issues, and the estimate of exceeding 2,250 is probably high enough. The *Miner* did break the ice once and reported its average for first six months of 1897 at 6,295; but in the following year indefinite facts only were reported, which took it back to an H rating—or exceeding 2,250—and even of this the Directory editor expresses doubt in 1899. The *Helena Independent* asserted no less issue than 5,700 in 1895; perhaps this was a high-water mark, for nothing definite has since come to hand and it is now rated in the class with Butte dailies. In the opinion of the writer, however, the *Helena Independent* is next to the *Anaconda Standard* in importance to the advertiser who seeks Montana trade.

LEAVE a margin for the intelligence of your audience.—*New England Grocer*.

MINNESOTA DAILIES.

In the December issue of the American Newspaper Directory for 1899 eight dailies in Minnesota get credit for actual average issues of more than five thousand copies—four in St. Paul, three in Minneapolis and one in Duluth. They are: *Duluth Evening Herald*; *Minneapolis Journal*, *Times*, *Tribune*; *St. Paul Dispatch*, *Globe*, *Pioneer-Press* and *Volks Zeitung*. The *Minneapolis Journal* is alone among the eight in failing to furnish to the Directory a recent circulation report in detail; the *Journal's* issue is consequently left in some doubt; that of the other seven is expressed in exact figures.

The *Minneapolis Tribune*, morning and evening editions combined, has, without question, the largest circulation of any daily in the State. Its average for the entire year 1898 was 50,287, and these figures are further guaranteed to be correct by the publishers of the Directory, who will pay one hundred dollars to the first person who successfully controverts their accuracy. The figures further show a steady increase, year by year, since 1895. The *Tribune* contains as many pages and as much matter as any of the dailies, but is the only one sold for one cent a copy—the price of all others being two cents. The *Minneapolis Times*, from an average of 20,169 in 1895, rose to 30,855 during the year ending with September, 1898. With so good a report behind, it seems too bad that more recent and definite information has not been furnished to secure in the Directory an accurate up-to-date rating. It is something more than human, however, to willingly admit a falling off of circulation, and since the Spanish war many newspapers have hesitated to admit that war circulations are not quite maintained. The *Minneapolis Journal* reported an average issue of 41,274 in 1895; failed to report in 1896, made an average of 40,679 for year ending April, 1898, and from failure to give later information is accorded an estimated issue in 1899 of exceeding 20,000.

In St. Paul the *Evening Dis-*

patch appears to have the lead from a circulation standpoint alone. It shows a steady increase since 1895, when the average was 29,586 to 41,618 in 1898. The Directory editor indicates that information was kept back in the year just past. The *Dispatch* is the most prosperous paper in Minnesota, and the best advertising medium in proportion to the price demanded for the service. The *Pioneer-Press* is still one of the best and best known papers in the entire Northwest. Twenty years ago no other paper could be mentioned in comparison with it in point of merit and influence. From an issue of 23,720 in 1894, its average for 1898 was fixed at 32,719. There has been no report for 1899. The *Globe*, from an average of 17,844 in 1897, reached 23,045 for year ending September, 1899. The *Volks Zeitung's* first and only detailed statement covers a year previous to October, 1899, and shows an average issue of 6,064. The *Herald*, of Duluth, has risen from 4,500 in 1894 to 9,344 in 1898, and appears to be by far the best daily in Minnesota, outside the twin cities.

SOUTH DAKOTA DAILIES.

In the December issue of the American Newspaper Directory for 1899 the Sioux Falls *Argus-Leader* is the only daily in South Dakota that gets credit for an actual average issue of more than two thousand copies. The average for 1898, as shown by detailed report, was 4,578. The paper bears indications of prosperity—has both a morning and evening edition, and is well placed to secure early distribution, by means of over six railroads, outside Sioux City. The next daily of importance seems to be in Deadwood—the *Pioneer-Times*—which reported an average issue during 1898 of 1,531 copies.

WYOMING DAILIES.

In the December issue of the American Newspaper Directory for 1899 four daily papers are catalogued in Wyoming but there is no evidence that any one of the four has an average issue of so many as one thousand copies.

CAMPBELL'S ADVERTISING.

HOW A CHICAGO DEALER IN TRACTS OF WINDY CITY REAL ESTATE BRINGS HIS PROPOSITIONS TO PUBLIC ATTENTION.

One page 39 of PRINTERS' INK of August 9th, there was reproduced from *Scribner's Magazine* a page advertisement of John A. Campbell, of Chicago, who deals in and advertises large tracts of Chicago real estate. A representative of the Little Schoolmaster, who recently visited Mr. Campbell, reports as follows:

John A. Campbell's personality asserts itself in his page of the advertising section of *Scribner's Magazine*, and to his fellow real estate men of Chicago that page does more than protrude; it obtrudes. The Campbell plan is too new for their comprehension, but it stirs their apprehension. They fear that Campbell is leading the procession. Divers are the endeavors they have made to "get next" to his scheme, to learn its details and results, even to imitate it. But in this they lack the resource, the subtlety of candor, the individuality. There is but one John Campbell, at least in Chicago.

Campbell is a believer in advertising. He has advertised all through his business career. He calls it a legitimate investment, as necessary to a high-class business as is a well appointed office and other accessories.

"These advertising men weary me," he said the other day. "They are so very much afraid that a business man will be too sanguine; they tell him that there is nothing certain about advertising, that success is more or less a matter of chance. It is no such thing; there is nothing more certain than the

results of advertising; that is, right advertising."

Now, Campbell's publicity is so very different from any other real estate advertising that I was more than curious to learn the results which were deemed so certain. I am not accustomed to seeing a man give up big money to exploit Chicago's greatness in the magazines and "I offer this month: A. An improved property at \$400,000" is a shock to one whose diet is the balderdash of the stores.

"I am not yet certain that I have a magazine proposition," said Mr. Campbell in response to my query. "This matter has only been running since June, hardly long

enough for it to bear much fruit. I am also carrying a fifty-line space daily in the *Tribune*, and I know full well that the newspapers can be employed profitably in my plan; results prove that, even if my matter is purely educational thus far. The magazine pages provoke much discussion and bring many inquiries, so that I am confident that the result will be that when the market opens,

as it will not for some months yet, I shall be in the strongest position of any one in the business here."

Mr. Campbell is a man accustomed to large affairs. His private office is a spacious room; it must be, for the biggest men of Chicago come to see him and at least one one one million dollar deal has recently been consummated across his flat-topped desk. He hasn't time to sell building lots at \$500 each, unless it be at wholesale; he can put through a hundred thousand dollar trade as quickly as one involving \$1,000, and with much less effort. The big man takes Campbell's word and lets it go at that where the little fellow will want proofs and



JOHN A. CAMPBELL.

time to talk it over with his friends. Campbell deals in investments, not in speculations; his frankness impresses every would-

Monday October 30

There are several properties for sale in Chicago now on which the buyer would make a profit of some thousands of dollars as soon as the deed is drawn; the difference between what the property is worth and what the owner thinks it's worth.

It's just that difference that has made many a fortune in Chicago; there never was so good a time to take advantage of it as now.

My judgment of what property is really worth as compared with the price has been tested by investors enough times to be trusted now.

JOHN A CAMPBELL
Royal Insurance Building

be buyer. It is this same quality which makes his advertisements so distinctive.

"An advertisement should be like the man," commented Mr. Campbell. "It represents him before many thousands of people and should speak just as he would speak if he had one of the many faces to face.

"How did I come to select *Scribner's* for my trial of magazine publicity? I offered my business to the *Century* people, thinking that their clientele was the best, but they declined it. I believe that they had encountered one or two unfortunate experiences with advertisements of land schemes and were afraid of being caught again. Then I went to *Scribner's* and found them not particularly anxious for my order. Now that we are better acquainted, they are well pleased with it and the *Century* folk have so altered their views that Mr. Hazen has been to me with the assurance that they would be pleased to have

me come in with them. Other publishers have extended similar invitations but I am pretty well satisfied where I am. *Scribner's* reaches a progressive class and promises well. If it does all that I expect I may put one or two others on my list.

"I give a great deal of care to the preparation of my 'copy,' whether for magazines or mailing, and had J. E. Powers out here for several months a while ago. He is a rare gentleman and a shrewd advertiser; he gave me much assistance. Now I write my own ads and turn them over to H. P. Williams, who does the Atwood and other good local work. When Williams has touched them up we put our heads together. By the time we've finished we have ads which my friends tell me are all right, but ahead of the times. They don't seem to realize how useless they would be if they were behind the times.

"As for results, I made a sale November 10, involving \$66,000, which was the direct outcome of my *Scribner's* ad, and, further-

Saturday October 28

Those who know what has been done in Chicago real estate know what it means to say there never was so good a time for investors in land as now; not even in before-the-World's-Fair days.

The reason for it is that prices are really lower than the land is worth on a basis of population. The conditions are right for an early and permanent advance: it will begin as soon as active buying begins.

Those facts ought to be argument enough for any man with money. I have a number of opportunities for him.

JOHN A CAMPBELL
Royal Insurance Building

more, the advertisements have put me in touch with a great many good people. Of course I carefully weed out the curiosity seek-

ers, the speculators and those of too little means; with the others I shall eventually do some business. On the other hand these advertisements have brought some fine property into my hands. Andrew McNally and Melville E. Stone have each come to me because of some quality of my advertising. I am not getting all my results from out-of-town by any means.

"One mistake I have made in the past two months was the paragraph in my ad offering my booklet, 'Chicago.' It's a good booklet and I'm glad to send it to any interested party but the patent medicine man advertises 'booklet free.' It detracts from my advertisement, cheapens it. The purpose of my booklet, of my advertisements, of my daily endeavor, is to show Chicago to be greater than her works, to show that realty prices here are less than in any other city. Value depends solely upon density of population; prices are affected by many other things. Prices in Chicago, all things considered, are now on the same level as in Aurora, Joliet or Elgin; were prices doubled we should be on a footing with Philadelphia and Boston but not so high as New York. I want to show these things. Business and profit will surely follow."

TALES FOR THE PRINTERY.

Mr. E. B. Tabor, of the Brandon (Miss.) *News*, thus describes to *News-papery* how he advertises his printery:

This office uses blotters all the time, and results are good. I put up all stationery in pads, and put these pads in neat boxes, one-half ream to the box. Between the pads put a blotter or two, and a supply on top. Print them often, and make them attractive. Neat cuts for this purpose may be had for a dollar or two, and they may be used more than once, and can often be worked into ads for your merchants and others, with profit. Each one of these boxes is labeled, to show what it contains and the fact that it was printed in this office. When a new case of envelopes is received, the first thing done is to paste neat labels over the ones on the boxes, with the name and address of the *News* printshop on them. All these things cost a little time and money, but the investment is a good one.

An advertisement will not enable you to dispense with a traveler, but it will help your traveler. It will introduce him. It will interest a buyer in your goods, and consequently in your representative.—*Hide and Leather.*

THE READING OF MANUSCRIPTS.

"Have you ever realized," said a popular editor, "what large sums publishers throw away each year on manuscripts that they read but have never asked for and never insert? Every house of any consequence employs readers to examine all the stuff submitted. It is seldom that anything good comes out of this examination. But it is conducted far more carefully than most struggling authors have any idea of. Sometimes, of course, blunders are made, and great successes are missed. The Harpers, for example, lost thousands by letting 'Robert Elsmere' slip through. In recent years this firm has lost several successes that it ought to have received. But after all," the editor concluded, "it is a great gamble—the publishing business. You never can tell how a book is going to strike the public. 'Ben Hur' was a great surprise. It was not brought out till years after it was written, and the whole world knows what a success it has had. Ever since it first 'caught on,' it has had a good sale; and now that the play drawn from the story has made a success, the book will have a much larger sale. In fact, it is the kind of book that is likely to go on selling for many years to come."—*Truth.*

STRAUS' DEFINITION.

We have heard Mr. Nathan Straus, one of the biggest of advertisers, say that the art of advertising is merely to present attractively the absolute truth concerning goods that are to be sold.—*N. Y. Evening Journal.*

IT KILLS THEM.

Excessive adulation kills many an otherwise good ad.

PIN REQUISITES

That it shall penetrate easily and smoothly.
That it shall not bury its head in the cloth.

That it shall not bend.

THE SOVRAN PIN

MELTS THESE REQUIREMENTS FULLY BECAUSE—

It has a long smooth oval point.
It has a large deep convex head and is easily withdrawn.

It is made from wire of a special formula, giving it great stiffness and sufficient flexibility.

FREE SAMPLES.

Send us 2 cents to pay postage, and we will furnish a sample card, and ask that you compare them with those you are now using.

**OAKVILLE COMPANY,
WATERBURY, CONN.**

ADVERTISING PINS.

CANADIAN DAILIES.

In the December issue of the American Newspaper Directory for 1899 five daily papers in Toronto get credit for actual average issues of more than twenty thousand copies. They are: *Evening News*, *Evening Telegram*, *Globe*, *Mail and Empire* and *World*. Exact circulation is made known in every case, and each paper is correctly rated in accordance with publishers' detailed statements now on file in the Directory office. To the *Evening News* is accorded the largest circulation—42,283 during 1898. The *Globe* was the first Toronto daily to be established, and there is none other of greater importance at the present time. Its combined morning and evening editions have increased from an average of 28,741 in 1896 to 34,805 in 1898. The *Mail and Empire*, also morning and evening, reported an average in 1895 of 23,601, and for year ending with April, 1899, 29,892. The absolute correctness of this last rating is guaranteed by the publishers of the Directory, who will pay one hundred dollars to the first person successfully controverting its accuracy. The *Morning World* has increased its issue from 21,275 in 1896, to 25,110 in 1898, and the *Evening Telegram* has grown from 21,818 in 1896 to 24,095 in 1898.

Five daily papers in Montreal get credit for actual average issues of more than five thousand. They are: *Gazette*, *La Patrie*, *La Presse*, *Star* and *Witness*. The largest daily issue in Canada is given to *La Presse*—66,022; the *Star* comes next with an average of 51,645, but its latest report closed with September, 1898. *La Patrie's* average in 1898 was 19,091. The *Witness* reported an average in 1896 of 14,491, but seems to prefer a present estimate exceeding 12,500 to making known exact facts. The *Gazette* had an average issue in 1898 of 8,624. It is the only morning daily of general circulation in the city.

In Canada, outside the two cities named above, seven daily papers get credit for actual average issues of more than five thousand copies. They are: Winnipeg (Man.)

Free Press; Halifax (N. S.) *Herald*; London (Ont.) *Advertiser and News*; Ottawa (Ont.) *Evening Journal*, and *Free Press*; and Quebec (P. Q.) *L'Evenement*. The Winnipeg *Free Press*, morning, has an evening edition called the *News-Bulletin*; the two editions combined reported an average issue during 1898 of 11,279 copies. They are unusually good papers. The Halifax *Herald's* average for 1898 was 5,395. Its evening edition—the *Mail*—reported, during same time, 4,191. The London *Advertiser* is an unknown quantity. Its publisher appears unwilling to state facts and is probably contented with the estimated ratings of exceeding 7,500. The *Evening News* reported an average of 8,029 in 1897, and has since failed to furnish a statement. Perhaps the estimate exceeding 7,500 is fair—certainly it is high enough. The Ottawa *Evening Journal's* average for year ending with September, 1899, was 7,501, and the *Evening Free Press* for 1898 reported 5,839.

In the city of Quebec *L'Evenement* is the only daily believed to issue so many as three thousand copies. Since 1894, when the smallest edition of *L'Evenement* was 11,285, nothing definite in the way of information has come to hand and the estimated rating is now exceeding 7,500.

The daily of largest circulation in British Columbia is the Vancouver *Province*, which had an average of 4,190 for the year ending with June, 1899.

In New Brunswick the St. John *Sun* appears to have the largest issue—3,832.

NEW MEXICO DAILIES.

In the December issue of the American Newspaper Directory for 1899 only one daily paper in New Mexico gets credit for an average issue of more than one thousand copies, viz., the Albuquerque *Journal-Democrat*. It is the only morning paper in the Territory, and for 1898 showed an average circulation of 1,529.

THE object of an advertisement is to separate people from their money.—Bates.

NORTH DAKOTA DAILIES.

In the December issue of the American Newspaper Directory for 1899, two daily papers in North Dakota get credit for average issues of more than one thousand copies. They are: *Fargo Forum* and *Republican*, and Grand Forks *Herald*. Both papers furnish annual statements of actual issue with some regularity. The *Forum* from 1893 to 1896, reported 2,697 for year ending March, 1899. The *Herald* reported 2,252 in 1898, and for year ending September, 1899, the average was 2,546. Each is the official paper of its county.

State where journalistic conditions are more favorable.

NEBRASKA DAILIES.

In the December issue of the American Newspaper Directory for 1899 three daily papers in Nebraska get credit for an actual average issue of more than four thousand copies. They are: *Nebraska State Journal*, of Lincoln; *Omaha Bee* and *World-Herald*. The *Bee* and the *World-Herald* have about equal circulation, the latter being slightly in advance. They each print somewhat more than 25,000 copies and both make it a practice to furnish regularly to the Directory, annual statements of exact issue. The *Bee* on one occasion, by an alleged inadvertence, furnished the Directory with a circulation statement that was afterwards proven to have been untrue. The *Bee*, a morning daily, is sold for five cents a copy, and costs subscribers \$8 a year or, including Sunday, \$10; the *World-Herald* appears in the afternoon; is sold for two cents a copy, or by the year, including Sunday, \$4. Perhaps the *Bee* is a little better known and more influential than its competitor, although neither should be selected by an advertiser to the exclusion of the other. *Nebraska State Journal*, of Lincoln, so far back as the record extends, appears never to have furnished the Directory with a circulation statement, and there may be no sufficient reason for doubt that the last estimated issue of exceeding 4,000 is as high as the facts will warrant. It was the manager of the *Journal* who detected the false circulation statement of the *Omaha Bee* some years ago and collected the \$100 reward at that time offered for such service. A similar reward was also paid for the detection of indulgence in the same reprehensible practice by the *Call*, an evening paper published in Lincoln. Such circumstances tend to make a truthful newspaper man hesitate about placing himself on record in circulation matters from a natural fear that a carefully prepared, truthful statement might place him at a disadvantage with competitors not so painstaking and scrupulous.

FLORIDA DAILIES.

In the December issue of the American Newspaper Directory for 1899 only two daily papers in Florida get credit for an actual average issue of more than one thousand copies. They are both in Jacksonville — the *Times-Union* and the *Metropolis*. The *Times-Union*, morning, also issues an evening edition, and the two combined are estimated to print something more than 2,250 copies, but exactly how many more, or perhaps how many less, appears to its proprietors to be a thing that is inadvisable to make known. There is no record at the Directory office of any definite information from this paper ever having at any time been obtainable. It is a fairly good daily and the fact that it does not have a larger output is probably explainable by the unfavorable conditions by which it is surrounded during a good portion of the year. The *Metropolis* is "a kicker—unfriendly to the objects of the Directory," and gives little information. It is believed, however, to print editions averaging more than a thousand copies throughout the year.

That Florida, with a population of more than four hundred thousand, should have no daily with a larger circulation than is now reported seems quite remarkable, but the reason is doubtless to be found in the paucity of the reading population during a considerable portion of the year, and the facility with which tourists and others may at all times obtain papers issued from places outside the

SOUTH CAROLINA DAILIES.

In the December issue of the American Newspaper Directory for 1899 two daily papers in South Carolina get credit for actual average issues of more than two thousand copies. They are: *Charleston News and Courier*, and *Columbia State*. Although Charleston has more than three times the population of Columbia, and the *News and Courier*, established in 1803, is one of the best of all Southern dailies, accorded a place in the bulls eye list (●)*, Directory ratings indicate that the *State* is ahead in circulation. Its average issue for the year ending April 6, 1899, was 4,808. While the *News and Courier*, which has failed to report in detail since 1894, is accorded an estimate of exceeding 2,250 copies. There is no doubt as to the *State's* figures, but it looks as if the *News and Courier's* estimate was too low. In 1894 it reported an average issue of 7,575. It is not impossible that another report in detail for an up-to-date rating might show a present issue as large as that of six years ago; still, the fact must be kept in mind that the estimated rating of exceeding 4,000, in 1895-6, a keeping back of information in 1897, and an estimate exceeding 2,250 in 1898 all apparently go to show a decided decrease, especially as there seems to have been no assertion by the publisher that any correction was due.

* This mark, familiarly known as the bulls eye (●), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (●).

NORTH CAROLINA DAILIES.

In the December issue of the American Newspaper Directory for 1899 three daily papers in North Carolina get credit for actual average issues of more than one thousand copies. They are: *Charlotte News, Observer*, and *Raleigh News-Observer*. The *Raleigh News-Observer* appears to lead all others from a circula-

tion standpoint, although there is some reason for surmising that it is followed closely, or has already been passed by the *Charlotte News*. The *News-Observer* showed an actual average issue during 1897 of 4,796. A request from the Directory office for a revision of this rating in 1898 received but partial attention and imperfect reply, hence it was accorded an estimate of exceeding 4,000; from a duplicate experience in 1899 the same rating is repeated, but PRINTERS' INK is inclined to think that it may be too high. The *Charlotte News*, from an actual average of 1,780 in 1896, is credited with 2,443 in 1898. Possibly the steady growth of the *News* causes an unwillingness in the Raleigh office to furnish a detailed statement, knowing that comparisons are odious. The *Charlotte Observer* was, from some sort of an unsatisfactory report, raised to an estimated issue of exceeding 1,000 in 1898.

ADVERTISING A NEWSPAPER.

The regular appearance of a newspaper's advertisement in a publication read by advertisers is beneficial to said newspaper. The advertisers may not rush to the telegraph office and wire for space as soon as they read the ad, but they get into the habit of seeing the name of the newspaper displayed in their trade journal, and they gradually become impressed with the idea that it must be a good medium. The advertisement gives the paper prestige—more prestige than it will gain from a bushel of postal cards and circulars containing either vague assertions or sworn circulation statements. Even "vague assertions" are more dignified and make a better impression if they appear in a reputable trade journal instead of a postal card or circular. Several general advertisers were conversing the other day. Said one: "What sort of a medium is the *Blank City Journal*?" And another replied: "I guess it must be on the decline. I don't see its advertisements in the advertising publications any more." The moral is obvious.—*Profitable Advertising.*

THE QUICK WAY.

The quick way, the easy way, the sure way to reach a community is through its leading papers.—*Pacific Coast Advertising.*

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

NOTES.

THE Indianapolis Press is printing a series of sketches of Indianapolis advertisers.

The Billposter (N. Y.) for February contains an article on "New Zealand Billposters" by John Moore.

THE U. S. Printing Company, of Cincinnati, issues a "Catalogue of Stock Posters," with cuts of the various posters—all theatrical.

A STATEMENT just issued by the Duluth (Minn.) Evening Herald indicates that that newspaper had an average circulation of 10,168 during the year 1899.

IN its February 10th issue of the Saturday Evening Post (Philadelphia) is begun a series of Famous Feats of Journalism by a relation of "The Capture of Patsy Early."

GEO. H. YENOWINE, of Louisville, has sold the Illustrated Kentuckian to Messrs. Lipscomb & Brown and will return to Milwaukee, Wis., on March 1 and become the manager of the publication department of the Evening Wisconsin. Mr. Yenowine's health has been very bad in the South and a change to a colder climate was strongly advised.

MR. GEO. B. FORREST, of Indianapolis, Ind., publishes sheets selling at 50 cents a hundred, called "Advertising Recorder and Returning Checking System," whereby one is able to put all details in regard to an advertisement or series of advertisements on a sheet, in addition to checking their insertion, keeping a record of replies and orders, and the cost thereof.

IT is proposed in New Jersey, according to the Camden Courier, to introduce a bill in the Legislature, authorizing the seashore resorts of that State to appropriate money for advertising their advantages. At present such advertising depends wholly upon individual enterprise, and those too illiberal to contribute benefit equally with sharers in the experiment.

MR. FRED DAVIS, advertising manager of the Journal, Oskaloosa, Iowa, writes: We find the Little Schoolmaster most valuable. If one of our advertisers becomes "weak in the faith" a selected copy from my files of PRINTERS' INK reorganizes him and he returns to the conflict with an enthusiasm born of a knowledge of certain victory.

THE ordinance for the regulation of public billboards, now in the hands of the mayor, limits the height and length, prescribes that they shall be set back fifteen feet from the sidewalk, directs that there shall be an open space between the lowest board and the ground, and otherwise endeavors to make them less unsightly, less a lurking place for footpads, and less a shield for refuse.—Chicago (Ill.) Journal.

EXCITEMENT was created in the shopping district yesterday through a device for advertising their competition sale by the Bernheimer Brothers. During the day fifteen women, neatly dressed, walked through the principal streets of the section, each for a period of not less than twenty minutes, with small white duck caps on their heads bearing the words announcing the progress of the competition sale at the stores. The women had gone to the store, had left

their hats therein, and had worn the caps in question through the streets—along Lexington, Charles and Baltimore streets—for the consideration of \$3 worth of silk, each free at the end of that time.—Baltimore (Md.) Herald.

PRINTERS' INK is a weekly publication, of forty-eight pages, book size, which comes to hand regularly, and is read as carefully and as studiously as any publication on our desk. It contains the substance of all good ideas on advertising, boiled down and distilled, so that any one who has anything to do with that phase of a business finds this "Little Schoolmaster," as it is called, an indispensable counselor.—Winchell's Quarterly (Cleveland, O.).

HOW STORE PAPERS PAID.

A Kansas merchant has been making experiments with a store paper. He tells of the results in the following, published in his home paper in the Sunflower State:

I have two stores, in small villages, doing about the same amount of business, not generally varying more than ten dollars a month. I started a special sale counter in both my stores, and found that by the special sale my business was increased about 25 per cent in both stores. I then got advertising papers for one store, and put exactly the same line of goods in each store, so one would have the same chance as the other, that my test of the advertising paper might be fair. I got 1,000 papers and scattered them pretty thoroughly; the result was, that at one store without papers I sold during August, \$984 worth of goods, and from the store that the paper was sent out from, I sold \$1,723 worth; both stores had special sale counters and exactly the same goods, so that the difference in the sales could only be attributed to the advertising paper. People who got the advertising paper would pass by one of my stores and drive for miles to the other one for what they could have gotten at the same price in my store right at their door.—Advertising World.

STATE FAIR ADVERTISING.

I was talking the other day to the secretary of a State fair. He does a sight of advertising, and I thought he ought to know something of interest to advertisers. When I asked him what, in his estimation, was the best kind of advertising a State fair could do, he replied, very promptly: "Newspaper advertising every time. We find it unnecessary to advertise for exhibitors. Our advertising is all for the sole purpose of getting people through our gates. We're after their fifty-cent pieces. In newspapers we want nothing but papers of general wide circulation. We have scores of lodge, mechanical, religious and other journals after us for ads, but we just cannot use them. Take the religious papers. We might as well throw our money away as to buy space in them. You may think it strange, but the people who devote time to reading religious papers are not the kind of people who go to fairs. And don't think, when I say this, that no one but 'bums' patronize them, nor that I am unreligious. These are simply cold facts."—Indianapolis (Ind.) Sentinel.

GROTESQUE ADVERTISING.

Awhile ago there appeared in the streets a man in the garb of a countryman, carrying an alligator valise of a kind once used. His attire drew attention, and as people looked him over they saw the sign that was painted on the valise. This man walked around the streets in the neighborhood of his employer's store, and occasionally he would get around to the place itself and halt there on the sidewalk and look up at the sign, to make sure it was the right place, and then go in, to emerge presently for another round. A variation of this idea is found in the work of the countryman who stops and looks up at the tall buildings. He is tall himself and so attracts attention, and his interest in the tall building always interests the city man, and so the city man looks the tall stranger over or looks down along him from head to foot as he stands there with face upturned and notes the peculiarities of his garb, and sees how the bottom leg of one of his trousers is caught on the top of one of his boot legs, for this stranger wears old time boots. Then the city man's eye falls on the sign which the stranger is so innocently holding. And the city man passes on, thinking as he goes that, after all, he is more or less of a countryman himself.—*New York Sun*.

A good advertisement may be made ridiculous in its treatment, just as a good story may be sadly bungled in the telling by one who is not able to bring out its strong points.—*Shoe and Leather Gazette*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

IT costs a little more to advertise in the DAY, New London, but the advertiser gets twice as much for his money, on the basis of circulation. The leading advertisers recognize this fact.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 35,000 monthly. Covers South and Southwest. Advertising rates very low.

MAINE.

IVORY SOAP has just renewed its contract with the Rockland (Me.) GORHAM-BATTIE, paying same rate others pay. We'd like your ad on same basis. Large New England circulation (see Rowell's). Fair flat rate. A square deal.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

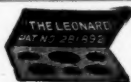
BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga. Is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that RIFANS will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.



COIN CARDS.—Any printing you wish. Six hole (like cut), \$4 per M; 100 prepaid, 75c; 1 doz., 10c. One hole, any printing, \$3 per M. THE STATIONERS' MFG. Co., Detroit, Mich.

Established 1852.

Daily and Weekly.

For quickest and best route
to the homes of the best people
of Central Pennsylvania use

THE PATRIOT

Harrisburg, Pa.

Daily Circulation, 7,588.

MUSICAL INSTRUMENT Premium CATALOG



Every one interested in Premiums ought to get this catalog. It is compiled from a practical standpoint. All the descriptive matter is already written. Cuts of the goods are loaned free to responsible firms. With the aid of a scissors you can get out most attractive offers in 10 minutes. Write to-day for the catalog.

Lyons & Healy

2 Adams Street.

Thoroughly Experienced Competent Advertising Manager

seeks change. Record high. Character unquestioned. Indorsements the best. General medium having possibilities of growth preferred. Salary — that depends on medium. Address "CHANGE,"

PRINTERS' INK.

TAKE THESE STEPS

TO COVER, THROUGH OUR COLUMNS,

DAILY PRESS.

REPUBLIC TIMES.

WEEKLY REPUBLIC.

H.D. LACOSTE,
38 Park Row, New York,
Eastern Representative.

THE SPRINGFIELD PUBLISHING CO
SPRINGFIELD, OHIO.

THE HOME MERCHANTS

spend two-thirds of their advertising appropriations in THE JOLIET NEWS. It deals squarely and all are treated alike. They have confidence in its statements on business and circulation, and know it tells the public the facts about current events, is intensely loyal to the local interests of the city and county.

The Novelty Store made another coupon test recently—this time in the weekly edition. Out of 378 coupons returned 265 were cut from THE NEWS, and still coming. You foreign advertisers don't have to be hit with a club!

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., - - Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

Booklets

Advertisements

Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.**

The Evening Journal

OF JERSEY CITY, N. J.

goes into over thirteen thousand families in

Jersey City, and is a guest in over eighty per cent of the English-speaking households in the city.

Average Daily Circulation in 1899 . . . **14,486**

EVER HEAR OF THESE ?

Chester City (population 40,000, with a weekly pay roll of \$100,000 in a score of famous industries), Media, Darby, Swarthmore (with its college), Lansdowne, Clifton, Lenni, Upland, Eddystone, Ridley Park, Wallingford, Morton, Glenolden, Sharon Hill, Moore or Marcus Hook? Well, in these towns and half a hundred more prosperous Pennsylvania places, the

Chester Times

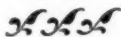
is the Home paper, with its bright daily gossip and news of interest to all.

7,200 circulation guaranteed in the best section of Pennsylvania.

Write for Rates.

CHESTER TIMES, Chester, Pa.

VANCOUVER, BRITISH COLUMBIA.



The most progressive and prosperous city in the Canadian or American Northwest.

The Vancouver World

Advertising rates furnished on application.

is the most extensively circulated newspaper in British Columbia and the Canadian Northwest.

REACHES **47,544** HOMES EVERY WEEK

The city of Vancouver in 1885 was not in existence. To-day it contains a population of close upon 40,000. It is the half-way house between the Orient and the Occident; the home port for the Empress Line of Japan-China and Vancouver-Australia Line of Steamers (the most superb vessels upon the Pacific Ocean), and the Pacific Terminus of the Canadian Pacific Railway.

"The Land of Sunshine"

in circulation, personnel, character and standing
is the magazine of California and the West!

It has no competitors in Southern California: it guarantees you a larger circulation in its field than all the Eastern magazines combined:

it covers an area exceeding seven Eastern States

Yet you can get a whole year's advertising, a page a month, for less than two hundred and fifty dollars.

Write for sample copy and rate card to

Land of Sunshine Publishing Co.,
Los Angeles, Cal., or

Edgar John Arnold, 13 Park Row, New York.

A bona fide paid in advance subscription list is worth three times as much to an advertiser as one that is not.

THE ALLIANCE LEADER PRINTING Co.'s publications are the only ones in Northern Ohio going to a strictly paid in advance clientage.

DAILY LEADER,

Every Evening Except Sunday. Established 1892.

SEMI-WEEKLY LEADER,

Every Tuesday and Friday. Established 1871.

AMERICAN HOME AND FARM, Monthly,

Established January, 1899.

CIRCULATION:

Daily, 1,561; Semi-Weekly, 3,862; Monthly, 10,000 copies.

Sample copies and advertising rates mailed to
any address on application.

THE LEADER, - - Alliance, Ohio.

If you are troubled
With colicky pains;
Ripans Tabules,
Our doctor explains,
Are easy to try
And cheaper to buy
Than a tombstone
To mark your remains.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

THE BALTIMORE NEWS

reaches a greater number of homes in Baltimore
than any other newspaper.

Average daily circulation
for 1900 **33,268**

Average daily circulation
for January, 1900 . . . **36,000**

THE NEWS not only goes to the homes of
Baltimore, but stays there to be read by the
entire family circle at a time when there is
leisure for reading.

M. LEE STARKE,

Foreign Advertising Representative,

126 TRIBUNE BUILDING,
NEW YORK.

BOYCE BUILDING,
CHICAGO.

PARIS

On Sunday, March 25th,
The Brooklyn Daily Eagle
will publish a

SPECIAL EXPOSITION NUMBER

This issue will contain
accounts of the American
exhibitions at the fair and
other information of value
and interest to all.

PARIS

The Eagle in Paris,
at No. 53 Rue Cambon, cordially
invites all Americans to
make their headquarters in its
offices. Every accommodation
and courtesy shown to all
who call.

PARIS

The Eagle Guide book to Paris
and the Exposition. This little
book has been commended from
all sides for its accuracy,
conciseness and completeness.
Copies forwarded upon receipt
of two-cent stamp.

THE
Brooklyn Daily Eagle
BROOKLYN, NEW YORK.

I guarantee that my clients shall pay no more for advertising space than is paid by any one else under like conditions.

I work for the advertiser and not for the publisher, and all discounts and concessions are secured for the advertiser's benefit.

I am doing satisfactory work for:

R. & G. Corsets.
General Arthur Cigars,
Jap-a-lac.
Seeley, Perfumer.
S. H. & M. Skirt Bindings.

H. & I. Collars.
Gabler Pianos.
Maison Violet (Perfumes).
Benedict Cigars.
Regal Shoes.

I plan, write, illustrate, print, place and mail "good advertising." An inquiry to any of my offices will bring an intelligent reply and if desirable an intelligent man to talk things over.

Charles Austin Bates,

Vanderbilt Building, New York.

Chicago: Marquette Building.
Detroit: Majestic Building.
Buffalo: 176 Prospect Ave.
Boston: 156 Devonshire St.

PICKLES and PIANOS

Soaps, Washing Powders, Clothing, Shoes, Proprietary Articles, —anything with merit, and sold at reasonable price—can be profitably advertised in Street Cars. People who buy such things are of necessity Street Car riders, and you couldn't think up a better way of reaching them if you tried all summer. There's a difference though in

STREET CARS -

some are dear at any price, others cheap at the right price. We offer the good ones only.

GEO. KISSAM & CO.

253 BROADWAY, NEW YORK.

THIRTY-SECOND YEAR.

THE
American Newspaper Directory

FOR

1900

First Edition will be ready for Subscribers on
Thursday, March 1st.

A Complete Catalogue of the Contemporaneous American Periodical Press

... AND ...

THE RECOGNIZED AUTHORITY ON AMERICAN NEWSPAPER STATISTICS.

Revised up to Date. Over 1,400 pages.

Price, Five Dollars.

SENT, CARRIAGE PREPAID, ON RECEIPT OF PRICE.

ADDRESS ORDERS TO

GEO. P. ROWELL & CO., PUBLISHERS,

10 SPRUCE ST., NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

If you will pick up at random a hundred catalogues of manufacturers in various lines, it is a pretty safe bet that over ninety out of the hundred will each have about one page of introductory matter which doesn't introduce, and that following this will burst right into the middle of things with the usual pictures of the things manufactured with a line or two of description underneath.

This is not as it should be. Pictures, descriptions and prices are necessary, of course, but a catalogue should be something else besides a mere catalogue.

The pictures and descriptions and prices of the other fellow are not widely different from yours. His goods and your goods, so far as is shown by the average catalogue, might well be made in the same factory. The catalogue, pure and simple, shows absolutely no reason why a man should buy his gas engine, or his threshing machine, or his buggy, from Jones instead of buying it from Brown or Robinson.

In every business there are reasons why, and every catalogue ought to tell those reasons. Every manufacturer has bushels of arguments which go to prove that you will make a sad mistake if you fail to buy his goods instead of those of his competitors.

If you go to his factory and interview him he will fill you full of interesting facts about his methods, his equipment and his facilities and prove to you, beyond the shadow of a doubt, that the goods he makes are far and away the best and cheapest that ever happened.

All these things ought to form the introduction to his catalogue, but they don't. No catalogue is what it should be unless it starts out with a good story showing the advantages which the manufacturer possesses over his competitors and gives in a vigor-

ous, convincing way the reasons why he can serve his public more satisfactorily and economically than anybody else.

This is such a plain and simple fact that it is indeed strange that so few manufacturers seem to grasp it.

* * *

Caras Y Casetas is a humorous and satirical weekly, published in Buenos Ayres. Although coming from an American country, it resembles a French paper more than anything else. The text, of course, is in Spanish. The front cover cartoon and the advertising on the back cover are printed in four colors from zinc plates. The only ad looks like an American production and that is American in the sense of American as applied in the United States. It is that of Pratt, Cochrane & Co. This ad is in Spanish, of course, but it is a North American style of setting and illustrating. It is a typical ad.

Among other ads is one of a lottery, ads of Meteor, Crescent and Hiawatha wheels; advertisements of Pomeroy's famous champagnes, of Holland gin, of Singer sewing machines and Pabst Malt Extract, which looks very unfamiliar under the name of Extracto de Malto de Pabst.

I think that most people would be surprised to know that an illustrated weekly of this size is published in Buenos Ayres. The paper has forty-four (44) pages, of which nineteen (19) are pages of advertising. With the exception of those of the more enterprising houses the style of the advertising is atrocious. It consists of very small cards set in the style of type which is rather obscure in this country. A great deal of display and a great many kinds of type are used in a small space. Yet these small ads have a certain elegance of appearance due entirely to the style of the Spanish language. A man can hardly an-

nounce that he pulls teeth, makes shoes, or manages funerals, without a certain amount of stately and flourishing language. Reduced to plain English these ads would, probably, be commonplace. Even this little card sounds stately in Spanish:

SENORITA FANNY BLITZ

Primera dentista recibida en la Facultad de Ciencias Médicas de Buenos Aires.

Ha abierto su consultorio odontológico para señoras y niños en la Calle Buen Orden, 88.

I have an idea that Senorita Fanny Blitz pulls teeth, but I am not quite sure.

* * *

Last Christmas I spent the holidays at the Lakewood, Lakewood, New Jersey.

Some of the details of the management of this hotel did not agree with my ideas of hotelkeeping.

I made some remarks in this department about the way in which the Lakewood was managed, and why I did not like it, and why I thought it was bad advertising.

I believe that I stated that no good advertising could catch up with the bad impression which was made upon a guest.

Some time after I received from Mr. H. W. Wachenhusen, proprietor of the Hotel Granada, St. Augustine, Florida, a letter.

Mr. Wachenhusen had read of my experience at the Lakewood, and he wrote to express the hope that I might some day spend some time at his hotel.

He inclosed a booklet advertising the hotel and also the menu card for Washington's Birthday, upon which he asked me to express my opinion.

I have never yet been able to express an opinion upon a menu that I have not eaten.

I will say this, however, that it looks like a good dinner.

The menu is printed upon gray paper, inclosed in a gray envelope decorated with the crest of the hotel and a small American flag.

It is in the form of an address from mine host Wachenhusen to his guests.

The arrangement is entirely

novel; in fact at first glance no one would dream that it was intended for the programme of a meal.

In order to show just how it reads and it looks, I will reproduce it here.

St. AUGUSTINE, Fla.,
February 22, 1899.

Guests:—

The management of the Hotel Granada extends to you a hearty greeting.

Sit down and feed, and welcome to our table.

May your appetite relish this Caviar on toast and Little Neck Clams with Olives or India Relish; after that, some Consomme la Royal or Bisque of Tomato; now try some St. Johns River Shad garnished with Diamond Fried Potatoes.

Some Boiled Young Tennessee Turkey with Oyster Sauce may be to your liking, and with it some Filet of Veal with dressing, or, if it should please you more, a Cut of Prime Roast Beef.

As for Entrees there are Pine Apple Glace with White Wine and Breaded Breasts of Lamb with Petit Pois.

A glass of Mt. Vernon Punch will do you no harm.

Now come Potatoes both whole and mashed, also Candied Yams; with them, Green Peas, Steamed Rice, and Corn Pudding such as we make in the South.

A little Salad is now in order.

If dessert you care for we have Steamed Apple Pudding with Cognac Sauce, such as mothers made in Revolutionary Days, Old Fashioned Lemon, Mince or Huckleberry Pie, Strawberry Ice Cream with Sweet Cakes, Fruit, Edam Cheese; Oh yes! and a Toasted Banquet Wafer. Now a beverage strong from Mocha. Then as you gentlemen pass from the dining room take a Fragrant Havana to puff as you rest and chat with the ladies in the Lobby.

H. W. WACHENHUSEN.

This is the first time I have ever been asked to pass a criticism upon a dinner in print.

I have criticised dinners which I have eaten, both in public and in private.

I believe that a menu arranged in this form is a good advertisement. It is novel and unusual.

I do not remember ever having seen one printed in this way before, and this one made a distinct impression upon me.

If I had eaten this dinner and it was as good as it looks in type, I believe that the novel menu would have produced an impression upon me, and that I would have remembered it for its novel form.

At any rate, I believe that Mr. Wachenhusen has found out that the success of any hotel depends just as much upon what is done

at the hotel after the guests arrive as upon what is done in the way of printed matter, or otherwise, to bring them to the hotel, and that, after all, is a great thing.

* * *

A New York newspaper much given to weirdness has instituted a new sort of contest. It is a failure contest, calculated to be of great assistance to those who find it difficult to fail quickly and gracefully. The man who proves that he has made the biggest ass of himself gets the prize.

I haven't much time for weirdness in general, but the heading of one of these tales of failure caught my eye. Here is the story of the failure of John of Brooklyn:

NEVER ADVERTISED.

I never advertised in business, which was a great mistake on my part. If I'd advertised people would have been attracted and I would have had a chance to make many a dollar. I say again to starters in business: Advertise. It costs little and the gain is much. I trusted more than my means could afford. I did my own work instead of hiring it to be done, which is cheaper in the end.

JOHN, Brooklyn.

John seems to have made a pretty comprehensive sort of failure. He is typical of a very large number of failures, few of whom have the good sense to attribute their lack of success to the real cause. Most of them lay it to all sorts of things, generally to luck, to wicked competitors, or something of that sort.

There is hope for John yet, for he has the sense to see that his failure was not only due to the fact that he never advertised his business, but to the further fact that he tried to do too much himself.

Most of the men who do not advertise are, or are becoming alive to the error of their ways.

In every line of business there is some advertising done, and in most lines some very good advertising is done.

The advertisers are slowly but surely getting the business, and those who depend upon their rep-

utation, and the fact that their house was founded a hundred years ago, are becoming very nervous over the situation.

There is not so much need of urging upon business men the necessity for advertising as there was five years ago, although it will be a great many years yet before the facts as to the necessity of advertising become thoroughly disseminated. But the man who, realizing the necessity for advertising, is determined to do it himself, and thinks that nobody can do it as well as he can, is just as numerous as he ever was. John of Brooklyn was evidently that sort of man.

The vast number of men who believe that nobody but themselves can do their advertising is truly surprising. There are two reasons why they think so:

One is that they believe that in order to properly advertise a business a person must be born and brought up with it and understand every little detail in regard to the products handled and their history and that of the business.

The other reason is that almost every man has a secret precious belief that nature intended him for a great writer. The desire to write comes pretty near being universal. I doubt if any man ever outgrows his fondness for seeing himself in print. Hence the business man, confident that he has in him the seeds of literary greatness, wants to write his own advertising. The fates have unkindly made him a man of business instead of a man of letters, and he wants to take advantage of every possible opportunity to get square.

So far as the first reason is concerned, it is not true that a man needs to know every little detail of a business or commodity in order to advertise it properly. In fact, it is quite possible to know too much. The average manufacturer or business man is so full of his business that he cannot see it from the standpoint of the public. He is too close to it. He keeps it so close to his eye that he can see nothing else, and the things about it which interest and delight him most are of no interest to the public and have little, if any, advertising value.

The things which sell an article are its differences. It doesn't take a man who is an entire stranger to an article long to discover those differences. In order to properly advertise a desk it is not absolutely necessary that the man who makes the ads be a desk expert. It is not necessary for him to know everything about desks. What he needs in addition to general knowledge as to desk materials and desk constructions are the differences between the desk he is to advertise and all other desks—the things which make this particular desk better than all other desks. It doesn't take him long to find these out, and when he has them he has the basis for his advertising.

These differences—these superiorities—are the things which the advertising man who knows his business gets after the very first thing, and when he gets them he is satisfied.

It is rather an odd experience, but one which I have had many times, to hear a business man talk for an hour or so about his business and his goods without bringing to light one of these differences which are necessary to good advertising.

A man with a natural aptitude for making good advertising matter, and the necessary training in the making of advertising as a business, can take any sort of proposition and in a very short time familiarize himself with it sufficiently to advertise it far better than the man who owns the proposition.

I have heard many business men express themselves as being intensely surprised at discovering the truth of the statement I have just made.

As a matter of fact, there is nothing strange about it.

There are to-day a goodly number of young men who are natural advertisers and have had a fair advertising education and experience. These young men ought to be doing the advertising for the business men who are doing it themselves. They do not have the chance. They are turned down and thrust aside. The business man of perhaps half a century's experience seems to think it abso-

lutely ridiculous that a young man with little, if any, knowledge of that particular branch of business can take hold of and advertise it as it should be advertised.

I would like to see these young men have a chance. I want to do what I can to see that they get a chance. I want to convince business men that advertising is itself a business, and that there are young men being trained in the business of advertising to-day whose mission in life it is to make other people's advertising matter, and to make it better than they could make it themselves.

* * *

On the other hand, there are a lot of ambitious but mistaken young men who, without either the natural ability or the necessary education and training, are firmly convinced that they are born advertisers and capable of taking right hold and running the advertising universe.

I get letters from young men of this class nearly every day. Their general idea seems to be that because they know more words than most people, and know how to swing them around so as to make considerable noise, they are fully qualified to write advertising matter.

I want to call a halt on this class of young men. In the first place, there are altogether too many words in the English language, and most of them are painfully long. What a man needs in order to write well—advertising or anything else—is the ability to use short words well.

I have met a good many men who seem to know more words than most dictionaries, but who are utterly unable to express themselves in a direct, clear, forcible manner. Everything they say, or write, is tied up in such a tangled maze of many-syllabled words that it is almost impossible to make any sense out of it.

The man who wants to write good advertising should, in the first place, have a thorough knowledge of the English language and the proper way to use it. Then he should divorce himself from the habit of doing "fine writing" or trying to do it. He must learn

never to use a long word when a short one will express his meaning. He must take his beautiful, studied, stilted, smoothly rounded sentences and chop the life out of them. He must go through his work again and again and try to cut down the length of the words—to shorten and simplify what he has written. If he does this conscientiously he will discover a growing strength and vigor and force in his work.

In addition to the ability to write business English that will carry weight and conviction and bring business, a young man must learn advertising from a strictly business point of view, just as he would learn stone-cutting, or painting, or civil engineering, or anything else. This requires time and work and experience.

In the business of advertising there are innumerable details which must be learned. The ability to write well is a very small part of the equipment of a successful advertising man.

To one young man, who has ambitions in the advertising direction, I recently wrote the following letter, which sums up the situation as I see it:

I am sending you my book, "Good Advertising." I believe that a careful study of its pages will help you along the line in which you seem to be so much interested.

I have had your name placed upon the subscription list of **PRINTERS' INK** for one year. A study of this little paper every week will make a good advertiser of any man who has the natural ability and intelligence to accomplish it. I owe a great deal to this paper myself, and I know that most successful advertisement writers claim the same thing.

Of course, no one can become a good advertisement writer without good, hard work. Neither can he become successful in any other profession without work. It requires from two to four years of study and close application to become a fair lawyer, doctor, architect, civil engineer or chemist.

The business of writing advertising, or the profession, or the art, whichever you choose to call

it, is no more easy to attain—perhaps not so easy. I believe that if you will read my book and that if you will study **PRINTERS' INK** carefully, and especially if you will notice and analyze the good ads you see in the magazines or newspapers, you can do a great deal toward perfecting yourself in this work.

At the same time, practice writing good business English. Learn to say everything you have to say in the fewest words and in the clearest way. Do not attempt to be smart or clever, epigrammatic or witty. Simply try to write sense.

About the best training I know for the prospective advertisement writer is in the printing office. If you can get a place in your local printing office to learn to set type, you will help yourself to a knowledge of several things. You will first learn about printing and about the setting and displaying of advertising matter, the names of type and things that can be done with them. You will also obtain a knowledge of spelling, punctuation, capitalization and paragraphing, all of which are very essential.

Nearly all the good advertisement writers I know are printers, or have been. Printing is closely related to advertising, and no advertisement writer can ever do full justice to his work unless he understands in some way just the process that an ad, or booklet, or any other piece of printed matter has to go through.

I believe that any young man of good health and common sense, and of sufficient ability to succeed in any profession, can, by study and application, succeed in the advertising business, but it is no snap. It is no easier to attain than anything else. The same amount of work which would make a good business man, or a good professional man, is required to make a good advertisement writer.

In addition to **PRINTERS' INK** there are many other papers devoted to advertising. Very good ones are *Advertising Experience*, published in Chicago; *Profitable Advertising*, Boston; *Ad-Sense*, Chicago.

Is Experience

OF VALUE ?

THIS was the title of a very interesting article in the last issue of PRINTERS' INK, and I would advise all thoughtful printers to read it. When I started in the ink business, I scattered all former practices to the winds and astonished the printing trade by demanding cash in advance whether from rich or poor, large or small. I employed no salesmen but drummed the trade with literature and advertised regularly in this paper. My progress was very slow at first, as the printers were rather skeptical about trusting me with their money, but after one trial it was easy sailing, and I still retain some of the customers who started with me six years ago. My competitors considered me a joke for a while, but I soon became a thorn in their side, and then they began to meet my prices and offer credit.

I have no agents, no bookkeepers, no collectors, no lawyers nor hangers-on of any kind to pay, and all this saving is given to my customers in the quality of my goods. Send for my price list, and compare it with any of my competitors'. Some of them offer cheap news ink as a bait, but make up on the prices of their job inks.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

TO BE WELL ADVERTISED CONSTITUTES A NEWSPAPER'S SUCCESS AS A MONEY MAKER

Those questions which confront the general advertiser also face the newspaper publisher.

HOW MUCH TO SPEND

is settled by the value of the field his paper covers—and the limits of his pocketbook.

THE KIND OF ADVERTISING—

is the telling of those facts which make his paper pre-eminent as an advertising medium.

THE PLAN—

to tell the fact to the most people who can be interested in what he has to offer.

THE MEDIUM

for the newspaper publisher seeking success, striving for more business, is PRINTERS' INK—because—PRINTERS' INK is read by all the leading advertisers of this country—reaches more advertisers than any other paper or medium, has influence and prestige with that class of business people.

The cheapest way of telling advertisers what a good paper you have is to advertise in PRINTERS' INK.

Advertising rates are \$100 a page, each insertion.
Smaller space pro rata.

ADDRESS

PETER DOUGAN,

Advertising Manager

PRINTERS' INK

10 Spruce Street, New York.

Don't Forget

that a card in the

BROOKLYN

66 L 99

CARS

is 16x24 inches (double card 16x48 inches), and the rate per month respectively is, for circulation covered (130,000 daily average), the greatest and cheapest advertising in America.

297 CARS

Geo. Kissam & Co.

253 Broadway, New York.